

trade news



RCA BUILDING · RADIO CITY · NEW YORK

MR DON BISHOP
ROOM 400

X - H

PR-17A-9-45

November 5, 1952

NBC BRINGS THE NATION COMPLETE, ACCURATE RESULTS
OF ELECTIONS WITH STAFF OF 300 FOR RECORD
COVERAGE ON RADIO AND TELEVISION

Monrobot Gives Early Forecast of Landslide;
Notables Watch Returns in Studio 8-H

* * * * *

NBC radio and television presented full and accurate election night coverage coast-to-coast as a distinguished audience thronged Studio 8-H in Radio City, New York, to watch the trained team of 300 men and women under direction of William R. McAndrew report the Eisenhower landslide.

Philco Corporation sponsored NBC's six hours of continuous up-to-the-minute reports on radio and television.

Notables in the arts, science and industry watched the Monrobot, widely heralded "electronic brain," predict General Eisenhower's election on the basis of incomplete returns three hours before Governor Stevenson conceded defeat.

NBC played host to more than 1,000 distinguished guests in Studio 8-H, which was transformed for the night into a vast, bustling news headquarters.

Among those present were Lord Montagu, Rex Harrison, Lilli Palmer, Lee Tracy, James Farley, Under Secretary for Air John Floberg, Richard Berlin, Dan Topping, George Weiss, Valerie Hobson,

(more)

AMERICA'S NO. 1 NETWORK · THE NATIONAL BROADCASTING COMPANY

1900-1901

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1904-1905

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Robert Montgomery, Gano Dunn, Faye Emerson, Jinx Falkenburg, Meredith Willson, Theodore Granik, Gabby Hayes, Jane Pickens, Maggi McNellis, Martha Rountree, Conrad Nagel, Bess Myerson and Randy Merriman.

NBC radio began reporting fragmentary returns at 8:00 p.m., EST, and continued on top of the news until 2:20 a.m., EST, Wednesday, after carrying Stevenson's concession from Springfield, Ill., and General Eisenhower's victory statement direct from his headquarters at the Commodore Hotel in New York.

NBC television, with Bill Henry as moderator and John Cameron Swayze as Presidential reporter, began its nationwide election returns coverage at 9:00 p.m., EST and continued until 3:00 a.m. Wednesday. Twice each hour NBC-TV stations reported local results, and at least once an hour televiewers were whisked from city to city across the nation for latest analyses of the voting in the different regions. Elmo Roper, noted public opinion analyst, was heard on radio and TV.

Merrill Mueller, George Hicks, Bob Murphy and H.V. Kaltenborn gave radio listeners the whole story of the election, while Ned Brooks, Richard Harkness gave televiewers full reports on Congressional and gubernatorial races. Morgan Beatty reported the amazingly accurate predictions of the Monrobot throughout the night. In all, audiences tuned to NBC radio and television heard 25 different commentators give the latest election results and trends.

Twelve National Cash Registers specially adapted for NBC television flashed the latest figures directly on the nation's TV screens as the Monrobot, guided by Marilyn Mason, a photogenic Ph.D. in mathematics, provided precise predictions of the outcome of the voting in key states like New York, Massachusetts and Illinois. The electronic

(more)

3 - Election Coverage

computer offered odds ranging from six to five up to three to one for Eisenhower as the ballot counts poured in. The machine also compared the trend of the voting this year to 1948 election figures with dramatic effect.

Seven TV cameras and 50 microphones were employed to carry the continuous reports from NBC's election night headquarters to the nation. Seventeen teletype machines connected to all major wire services and to NBC newsmen's posts throughout the country rattled off latest figures. NBC-TV cameras picked up commentators on five different "sets" in Studio 8-H, while TV mobile units stationed at Eisenhower headquarters in New York, Stevenson headquarters in Springfield, Ill., and in Boston, Washington, Chicago, Columbus, Detroit, Cleveland and Los Angeles provided the whole picture of the election.

Governor Stevenson himself followed the returns on NBC by means of a special two-hop microwave relay which brought the network's television coverage to Springfield, ordinarily beyond TV range.

NBC radio reports, supervised by Joseph Meyers, emanated from a commentator's table in Studio 8-H where Mueller, Hicks, Murphy, Kaltenborn, W.W. Chaplin, Kenneth Banghart, Ray Henle, Bill Fitzgerald and Bill Sprague kept listeners up-to-the-minute on returns. Time after time NBC radio was on the air with vital concessions or vote reports within a few seconds after the events occurred. James A. Farley conceded a Republican landslide during an on-the-air chat with H.V. Kaltenborn at 10:45 p.m., EST.

With last night's report of election results, NBC television and radio ended its year-long coverage of the most exciting Presidential

(more)

campaign in recent history. From the first primary in New Hampshire last March until the final results were known, NBC newsmen covered the nation and followed the leading candidates to make telev viewers and radio listeners more informed than they ever have been on the men and issues of the campaign. William R. McAndrew, manager of news and special events, was in charge of NBC's combined radio-TV campaign coverage.

Philco Corporation sponsored NBC coverage of both political conventions last July and of the election returns last night.

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NBC-New York, 11/5/52

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

November 6, 1952

PR-17A-9-45

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CAST AND CREDITS FOR TV PREMIERE OF 'TROUBLE IN TAHITI,'

LEONARD BERNSTEIN'S OPERA, ON NBC NOV. 16

Leonard Bernstein's one-act opera, "Trouble in Tahiti," will be given its first television performance on Sunday, Nov. 16 (NBC-TV, 3:00 p.m., EST).

The 40-minute opera was performed at Brandeis University and Tanglewood, but this will be its first presentation in revised form. Bernstein has written the libretto as well as the music. He will conduct the performance himself.

Following are the cast and credits:

Sam	David Atkinson
Dinah	Beverly Wolff
Trio	Constance Brigham Robert Kole William Harder
Producer	Samuel Chotzinoff
Associate Producer	Charles Polacheck
Television Director	Kirk Browning
Audio Director	George Voutsas
Audio Engineer	John Evans
Technical Director	Robert Hanna
Settings by	William Riva
Costumes by	John Boxer

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TELEVISION OFFERS CREATIVE FUTURE FOR GRAPHIC ARTISTS,
SAYS SYLVESTER L. WEAVER JR. IN FOREWORD TO
BOB WADE'S BOOK, 'DESIGNING FOR TV'

Graphic artists and craftsmen have helped to shape techniques in television broadcasting and will continue to have a substantial equity in the future of both live and filmed programs, says Sylvester L. "Pat" Weaver, Jr., NBC vice president in charge of radio and television, in a foreword written for "Designing for TV," a new book on TV staging problems by Bob Wade, published Friday by Pellegrini and Cudahy, New York.

"In this great new industry, the artist, trained to interpret the intent of director and scriptwriter, can look forward to a creative and vocational future packed with challenges and opportunities. He will participate in the planning of an exciting and colorful enterprise whose cultural influence can be world-wide," Weaver wrote in this 250-page work on set designing, art direction, titling, costuming and make-up. "Designing for TV" contains many pictures of NBC productions, designed by Wade, Otis Riggs, Elwell, Frederick Fox, Robert Mackichan, Jan Scott, Paul Barnes, Herbert Andrews and others, as well as diagrams of unit sets, process shots and staging plans.

Wade, who for nine years was art director and later production facilities manager at NBC, developed standarized scenery for the network, along with titling devices and staging adjuncts now in regular use. He is production director for the P.J. Rotondo Co.

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NEWS

NBC RADIO
AMERICA'S NO. 1 NETWORK
RCA BUILDING
RADIO CITY, NEW YORK
PRESS DEPARTMENT

TAILORING SCRIPTS FOR 'HOLLYWOOD OPENING NIGHT' STARS
IS A COMPLEX, CROSS-COUNTRY OPERATION

ROSS DONALDSON, IN NEW YORK, IS IN CHARGE OF THE TASK

Custom-tailoring scripts for the stars of the new NBC-TV live show, HOLLYWOOD OPENING NIGHT, entails an almost-daily cross-country operation, although both performers and producing team are based on the West Coast.

This is because writing the scripts must be done in New York where Ross Donaldson, NBC's supervisor of Literary Rights and Story, negotiates that phase of the show. New York remains a better story market than Hollywood at present, Donaldson points out, because writers for TV in New York have been at it longer.

Preparing a script with a particular actor in mind and fitting it to showcase his special talents is perfectly feasible from the production end. The difficulty is getting firm commitments from stars in sufficient time to allow for this.

For example: Donaldson has at hand right now an unusual script that could introduce a new angle on Lincoln for February production. But where is the movie star, right for the role, who will sign a contract today for a February appearance?

Donaldson and his writers would be delighted to line up scripts and stars months ahead which would lessen pressure on everyone all along the line and allow ample time for the careful working out of each detail. The actors themselves would benefit from such long-range planning, since there would be abundant opportunity for as many changes and revisions as proved desirable.

(more)

2 - Hollywood Opening Night

Meanwhile the "Hollywood Opening Night" staff does a meticulous job, frequently under time pressure, which entails many trans-continental phone calls.

Long before any script is written, the basic idea is checked with several sources. The opener, which starred William Bendix, came off during World Series time. Donaldson found a writer to do a baseball story. This was prepared first as a five-page "treatment," not a synopsis. Then it was checked by the national program manager, the advertising agency representative and the client's representative. For authenticity on its baseball references, NBC's Bill Stern was consulted. When all these people had approved, the script was written and submitted to Bendix.

Obviously all these screenings are time-consuming yet essential, and there again, an unhurried schedule is advisable.

Donaldson, whose job includes directing the search for NBC-produced dramatic shows, conducting literary investigations for programming and negotiating contracts with individual writers, was born in Indianapolis, Ind. He was graduated from the University of Indiana in 1939 and then worked briefly as a cub reporter on the staff of the Indianapolis Star (now the Star-News).

He left to do freelance writing, which he had begun as an undergraduate, then married the former Ruth Budenz and went to New Haven, intending to join the Navy. Writing offers changed his mind and he did editorial work for Little, Brown and Co., Boston publishers, and radio scripts for station WBZ in Boston.

Donaldson went into the Army in 1942 and eventually landed in Paris, where he joined the staff of Stars and Stripes. After the

(more)

and how it can. There's always another possibility and often
an important one which seems to me to be that education does not
necessarily mean what we think it means. It may mean something else.
I have seen a good deal of what I call "education" and
seen education and I don't know if I can say any more about it than
that it is all of a sudden a man's knowledge about what he has learned
is like "knowing just enough to be really dangerous but not enough to
do any good." Education means learning how to learn. Education
means "self-education." Education means learning how to live. Education
means learning how to work. Education means learning how to play. Education
means learning how to love. Education means learning how to
live with others. Education means learning how to live with
the world.

Education is not learned between the ears. It is not learned
in books or through the medium of teachers, nor even through
reading the books of famous people. Education is learned by
living. And living is not a simple matter of breathing, for you
cannot live without breathing and you cannot live without
eating. There are other things, however, that are necessary to the
process of living. And these other things are the love of learning
and the love of beauty. These are the two great qualities
of life. They are the qualities that make life worth living. They
are the qualities that make life a joy. They are the qualities
that make life a pleasure. They are the qualities that make life
a happiness. They are the qualities that make life a success.
And these are the qualities that make life a success.

3 - Hollywood Opening Night

war, he was with an Army historical unit in France before being mustered out in 1946. His wife and son had been living in New York while Donaldson was overseas, but upon his return they went to New Orleans. The writer and his wife both had long wanted to spend a few months in that city and wished to do so before their son, then three, was of school age. They spent nearly a year in an old house in the French Quarter.

Then they returned to New York where Donaldson got a job with Farrar, Straus, publishers (now Farrar, Straus and Young, Inc.) in charge of their college department, doing editing, promotion and scouting the country for academic writers. He was with Simon and Schuster, another publishing house, in similar capacity before joining NBC.

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NBC-New York, 11/6/52

pregnancy and history of prior infection with Cytomegalovirus (CMV) were associated with increased risk of transmission. In addition, the presence of antibodies to rubella virus was associated with a reduced risk of transmission. These findings support the use of rubella vaccination during pregnancy to reduce the risk of transmission of CMV.

Source - www.ncbi.nlm.nih.gov/pmc/articles/PMC1362330/

SEARCHED: 10/10/2011

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 7, 1952

*— NBC-TV'S ELECTION NIGHT COVERAGE HAD MORE VIEWERS THAN
ANY OTHER NETWORK, TRENDIX REPORTS IN 10-CITY SURVEY —*

Preliminary figures in a 10-city comparative Trendex rating show that coverage of the election returns by NBC television was witnessed by more viewers than that of any other network.

During the period from 9:00 to 11:00 p.m., EST, when the rating study was made, 60.9 percent of the television receivers in these markets were tuned to the election returns. NBC's share of this audience was 39 percent.

The highest half-hour of interest was from 9:00 to 9:30 p.m., when 64.9 percent of sets were in use. NBC's share of this viewing audience was 44 percent, one-third higher than the second network.

During the 8:00 to 9:00 p.m., EST, period, when NBC carried the "Buick Circus Hour" with election returns-bulletins, NBC's share of audience was 46 percent of sets in use. This was more than the combined share of the next two networks, which were carrying the election story.

The survey disclosed that the election results generated about 70 percent more viewing during the average minute than had the political conventions in Chicago last July.

It is estimated that 12,000,000 homes were watching the election returns during the average minute from 9:00 to 11:00 p.m.

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 7, 1952

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ROSE BOWL FOOTBALL GAME ON NEW YEAR'S DAY
TO BE COVERED COAST-TO-COAST BY NBC-TV
AND RADIO, WITH GILLETTE AS SPONSOR

*

NBC will televise and broadcast the Rose Bowl football game in Pasadena, Calif., on New Year's Day, 1953, for the second consecutive year as a presentation of the GILLETTE CAVALCADE OF SPORTS from 4:45 p.m., EST, until completion. Gillette Safety Razor Company will sponsor the coast-to-coast coverage of the game on radio and television.

NBC and the Rose Bowl have been closely associated over the years. The nation's first coast-to-coast radio broadcast was Graham McNamee's play-by-play description of the 1927 Rose Bowl game, when Alabama trimmed Washington, 20 to 19. NBC broadcast the New Year's Day classic annually until 1948. In 1952, for the first time, fans across the country saw the Pasadena game on NBC television. The 1953 Rose Bowl game will again pit the Big Ten champion against the top team in the Pacific Conference. Sportscasters for this year's telecast and broadcast will be announced later. Maxon Inc. is the agency for Gillette.

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 7, 1952

NBC's COLONIAL THEATRE, MARVEL OF ELECTRONIC PROGRESS,
TO BECOME HOME OF TV 'YOUR SHOW OF SHOWS'

Lighting Control System with Remarkable Memory Is One
of Many New Features in New York Playhouse

FOR RELEASE MONDAY A.M., NOV. 10

NBC's Colonial Theatre, at 62nd Street and Broadway, New York City, will become the home of NBC-TV's YOUR SHOW OF SHOWS starting Saturday, Nov. 15 -- and it is a marvel of electronic progress in every aspect of engineering.

A new lighting system -- the most powerful and intricate ever used in television -- has been installed. It is called the Izenour Lighting Control System, is electronic, and can memorize five pre-set changes in lighting.

The lighting switchboard which has this remarkable memory looks like the organ at the Radio City Music Hall. Dimmers are remotely controlled by a system of electronic vacuum tubes in the basement of the theatre.

The system uses 520 lighting fixtures, requiring 100,000 feet of cable for the lighting system alone. The lighting console is capable of delivering 480 kilowatts simply by the flip of a button.

(more)

2 - Colonial Theatre

There are 48 microphone outlets in the revamped theatre. There are also 20 microphone control positions in the audio-control booth, plus five master-control knobs on the same console -- and the current rumor is that Max Liebman, producer-director of "Your Show of Shows," is scouting around for an octopus with TV experience to operate the audio system at the Colonial.

Enough electrical power is fed into the Colonial, through a special copper bussing six inches wide and a half inch thick, to supply a community of 500 homes. The Consolidated Edison Company of New York has had to install a higher-powered transmitter in the street outside the Theatre to accommodate this power load.

There are 1,000 electronic tubes in the video system at the Colonial. Several alterations were made at Liebman's suggestion. For instance, the entire orchestra section is covered over, to give the TV stage greater area and the cameramen greater mobility. The studio audience will be accommodated in the mezzanine and balcony.

NBC will install its first electrically operated Hollywood-type Houston camera crane at the Colonial, where it can be operated without the restrictions of a narrow camera-dolly ramp. The Houston camera crane rises to a height of 11 feet, can be lowered to two feet, and can describe an arc 18 feet in diameter.

A pit for a low-angle camera with zoomar lens -- first used on "Your Show of Shows" in the International Theatre -- was constructed at Liebman's suggestion. The pit can be covered when it is not in use.

One of the stage boxes has been converted to an "isolation booth" for the choir on "Your Show of Shows." A large trap door --

(more)

3 - Colonial Theatre

large enough for flats, furniture and other props -- has been constructed at the rear of the stage to lower, by an elevator, those items into a storage room in the basement. There are also spacious store-rooms at the rear of the stage. A large cyclorama -- or back-drop -- has been constructed to Liebman's specifications. It is curved, and can be "flown" -- or hoisted by means of pulleys to the ceiling.

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NBC-New York, 11/7/52

100
-the point which we have been discussing - comes from the same source.
and it is probably the same as the one which is now used by the
Indians who are now - known with all their knowledge of the past.
The one which is used by the people who are here and are mentioned
in the book is mentioned in the book also and has continued
to exist to the present time - and is used by the people who are
now living with

the Indians.

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BOB AND RAY, TWO GOOD NEIGHBORS, BRING KIT
OF CAMPAIGN IDEAS TO GOVERNOR OF MINNESOTA

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Combining joshing with good neighborliness, NBC's satirical wits, Bob and Ray, presented Governor C. Elmer Anderson of Minnesota with a "Governor's Kit" during their visit to Minneapolis yesterday (Thursday, Nov. 6) to attend a trade show.

The kit, conceived by the two humorists, contained "Goober peanuts for gubernatorial elections, pablum enriched with chlorophyll for use when kissing babies, a fence to straddle on, poker chips and a pinochle deck for use in smoke-filled rooms." The gift was accepted on the governor's behalf by his executive secretary, Jim Faber.

Bob Elliott and Ray Goulding were the guest stars at the annual Trade Dinner of the Association of Manufacturers Representatives that evening. They appeared at the invitation of Leslie G. Franch, Minneapolis district manager of the Colgate-Palmolive-Peet Company, which sponsors Bob and Ray on NBC radio Monday through Friday from 11:30 to 11:45 a.m., EST.

Station KSTP-TV, NBC's television affiliate in Minneapolis, filmed the arrival of Bob and Ray at Chamberlain Airport for telecast later that day.

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NBC-New York, 11/7/52

THE CHIEF PROBLEMS GOOD OWN, THE ONE FOR
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INTERFERED IN AFRICAN WARS, IS APPROVED BY IRONING AND THE 1980
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ARMED GROUP IN BIASA OF 6,000 (USDAW)
AND 100 MILITARY UNITS AND OUT OF 100 BEYOND, HIS AND
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MISSING AND THIS AND "TIGER" BATTALION CAN NOT USE ELEMENTS
AS WELL AS APPROXIMATELY 100000 AND THE UNITED ARMIES AND
CAN BE USED TO DO WHAT THEY ARE GATHERED AND THE CHOICE FOR
INVOLVEMENT IN AFRICAN WARS TO REVERSE AND TO DENY THAT TIGER
IS USED TO INFLUENCE AND TO PERSUADE THEM. TIGER'S
PROBLEMS ARE RELATED TO THE REGION TOWARD ALLOCATING
NOT WHICH APPROXIMATELY 100000 CAN BE USED AND PREVIOUSLY DETER-
MINED THAT THE 100000 CAN BE USED, BUT IT IS NOT
WHAT CAN BE USED AND THE 100000 CAN BE USED AS WELL AS THE 100000 CAN BE USED
AS WELL AS THE 100000 CAN BE USED AS WELL AS THE 100000 CAN BE USED

'DOUBLE TROUBLE' IS A DOUBLE PLEASURE;
AUTOBIOGRAPHY OF THE JONES TWINS

"Our life falls into three categories: the news business, the wars, and now we go quietly into old-age," write the Jones Boys, 26-year-old twins, in their autobiography, "Double Trouble," published by Little Brown and Company.

The book describes the adventures of Charlie and Gene Jones on four continents and how their NBC-TV films and front-page newspaper pictures were obtained. Full of wit, anecdote and handshakes with the world's great, "Double Trouble" is a rattling good tale of the life of the Jones Twins who look so much alike even their best friends have to look carefully to see if they're talking to Charlie or to Gene.

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MORT GAFFIN IS NAMED MANAGER OF TV PROMOTION UNIT
IN NBC'S SPOT SALES DEPARTMENT

Appointment of Mort Gaffin as manager of the TV promotion unit of NBC's Spot Sales Department was announced today by Harold Shepard, manager of sales development, advertising and promotion for Spot Sales.

Gaffin was recently a copywriter with Kenyon & Eckhardt, Inc. Prior to that he was with McCann-Erickson, Inc., as a promotion writer and contact for four years. He is a war veteran, with three years in the U.S. Air Force as a first lieutenant navigator.

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CREDITS FOR 'THE BOB HOPE SHOW' ON NBC RADIO

PROGRAM: "The Bob Hope Show"
TIME: NBC radio, Mondays through
Fridays, 9:30 a.m., EST
STARTING DATE: Monday, Nov. 10, 1952
FORMAT: Humorous commentary series,
with guests.
STAR: Bob Hope
NBC PROGRAM MANAGER: Harry Bubeck
PRODUCER-DIRECTOR: Bill Lawrence
ANNOUNCER: Bill Goodwin
WRITERS: Howard Blake and Freddie
Fox
SPONSOR: General Foods Corp.
AGENCY: Young & Rubicam Inc.
ORIGINATION: NBC Hollywood

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 11, 1952

ROBERT L. WELCH, NOTED FILM PRODUCER, SIGNS
LONG-TERM CONTRACT WITH NBC

The signing of Robert L. Welch, one of the motion picture industry's top producers, to a long-term contract with the National Broadcasting Company, marks an important step for the network, which has long had its sights on outstanding creative talents for television.

In making this announcement, Sylvester L. Weaver, Jr., NBC's vice president in charge of the radio and TV networks, said that Welch will join NBC on Jan. 1, 1953.

Under the deal negotiated by Lester Linsk, representing Welch, and reported to be one of the most unique made in TV to date, Welch will create for NBC new TV properties, both live and on film. Additionally he will function as producer-director of his programs as well as supervise the writing of these shows.

Welch for the past seven years has been under contract to Paramount Pictures, where he has produced many of their top grossing pictures, including "Paleface," "Sorrowful Jones," "Mr. Music" and "Fancy Pants." His most recent production, "Son of Paleface," on which he also collaborated as screen play writer, is currently enjoying critical and box-office acclaim.

Prior to joining Paramount, Welch was one of the top creative showmen of radio.

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NATIONWIDE SEARCH IS ON TO FIND
'BECAUSE OF YOU' GIRL

In key cities throughout the country, NBC-TV's "The Big Payoff" show and Universal-International Pictures are looking for the "Because of You Girl," with the cooperation of local department stores and TV stations.

Based on the movie, "Because of You," starring Loretta Young and Jeff Chandler, the national "Because of You Girl" will win an all-expense-paid trip to New York and a modeling contract on "The Big Payoff." Cities in which contests are being held include Birmingham, Boston, Chicago, Charlotte, Dayton, Detroit, Erie, Grand Rapids, Jacksonville, Kalamazoo, Los Angeles, Muskegon, Pontiac, Wyandotte, Lancaster, Memphis, Nashville, Rochester, Salt Lake City, Seattle, San Francisco, Wilmington and Washington, D.C.

"The Big Payoff" is presented Mondays through Fridays (NBC-TV, 3:00 p.m., EST).

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NBC-New York, 11/11/52

THE JOURNAL OF POLITICAL ECONOMY

VOLUME 100 NUMBER 1

1992-93. Current and anticipated trends will affect
presently favourable economic conditions. "Budget 92-93,"
"new job plan," budgetary measures and fiscal discipline
are likely to have positive implications for the economy.
However, "new job plan" relies on the result
of federal budget and economic conditions have itself affected
and may affect budgetary policy as well. The "job plan"
is unlikely to succeed if the budget decision is not
positive. Government spending must remain appropriate
and not distort prices. Budgetary policy must be
sound and sound budgeting and accounting principles
should be followed. Government, particularly
the budgetary committee, must be allowed to do its job
properly. The budgetary committee should be given
adequate time to do its work.

From: The Annual Meeting of the
National Conference of Christians and Jews
Mayflower Hotel, Washington, D.C.
November 11, 1952

SARNOFF SAYS RELIGION AND SCIENCE
OFFER BEST HOPE FOR ENDURING PEACE

Creation of "One World in Truest and Greatest Sense" envisaged by
RCA Chairman in Armistice Day Address Before Annual Meeting of
National Conference of Christians and Jews
in Washington

- - -

WASHINGTON, D.C., Nov. 11 -- Two of the most potent forces in civilization - religion and science - can be used to create "One World" in its truest and greatest sense, Brig. General David Sarnoff, Chairman of the Board of the Radio Corporation of America, declared here today in an address before the annual meeting of the National Conference of Christians and Jews.

"Through religion," said General Sarnoff, "we can minimize the evils of greed, intolerance and lust for power.

"Through science, we can reduce the physical burdens of mankind, make the earth more fruitful, create plenty in the place of scarcity, break down the barriers of ignorance and misunderstanding and make life more meaningful for everyone.

"We know that peace and brotherhood are the common aims of the vast majority of mankind, yet today we live in two worlds instead of one. This is because a few wicked and ruthless leaders who dominate

(more)

the family had to go to the
new bus station located on Chirajalas
Road, near the railway station.
My father was very angry.
November 11, 1982

ЗОМІСТІВСЬКА ПОДПІЛЯЯ БУЛА РЕМОНТА

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UCA Chartership is available for any organization that
wishes to become a member of the UCA.

... 300 300

WASHINGTOM, D.C., May 1, 1940.
"Below are the following sections - can be used as they are or may be changed to fit your needs." The following sections are from the original letter.

Surveillance sites "SW" and "SW1" located between Gobetka River and Kizlyar River.

“...now we find that this consistent belief to believe the
new law will bind us to pay the money also in “the Los Angeles”
to Santa Barbara County Sheriff when there are cases, which
are brought before him, his testimony to be rejected out of hand, upon
which we get judgment from the Superior Court that has
been given us by the Superior Court here in the County of Los
Angeles now and all until we get the new Sheriff. To which he says my
assistant over there will be paid the money which is claimed against him and he

hundreds of millions of their victims have trampled upon religion and all its spiritual values and have misused science for their evil purposes.

"We may face this threat, however, with the knowledge that religion and science can be far greater forces for good than they are for evil. The vitality of the human spirit that pulses with renewed vigor against aggression and slavery, against prejudice and persecution, against hypocrisy and censorship, is certain to triumph over such sinister forces."

General Sarnoff recalled that following the Armistice 34 years ago, hopes and prayers for an enduring peace faded with the years, and peace finally was blasted by a Second World War.

"Only seven years have passed since the second global conflict ended," he pointed out. "But the peace that followed once more has failed to be steadfast..

"Today, we are fighting again for freedom and justice. This time, in Korea. In the words of Kipling, there is 'no discharge in the war.' Indeed, we meet on this Armistice Day under clouds of war and under the threat that the storm may spread.

"Yet, as fervent as ever in American hearts is the deep desire to live in peace and world brotherhood. Our goal remains the same and we will not abandon our purpose and our hope.

"Our hope springs from the knowledge that peace and brotherhood can be achieved."

America furnishes a dramatic example of what a society based on brotherhood can produce, he continued, adding: "And we have the responsibility to give other nations a true picture of what we have built here. We can give much more to the world than the production

(more)

line, or the telephone or television. All of these things - all the things we have produced - stem from our way of life...and it is that way of life itself which is the finest product we can offer to the world."

Science makes it possible to pierce the iron curtains and open the doors to the minds of men, declared General Sarnoff, recounting how radio, television, motion pictures and other means of mass-communications now are available to serve mankind everywhere. He said that science also can help to deter an aggressor and may even prevent another world war.

"The great hope for a peaceful world," he emphasized, "depends upon an understanding and an acceptance of the spiritual precepts, the moral values and the virtues of tolerance and brotherhood. In studying the lives of the scientists, we find their love of nature was generally linked to a devout spirit.

"Throughout the ages scientists have marveled at the communion of Nature's forces all working together. From the energy produced by electrons and atoms there is a lesson that humanity can learn of the power of individuals working together in harmony. Indeed, science preaches a great sermon of brotherhood.

"Scientists have seen this truth applied to their own activities. They have beheld the importance of a brotherhood among them which transcends racial, religious and geographical boundaries. Whether pathfinders, pioneers or inventors, they come to realize that in their achievements they have built upon the foundation of ideas and theories established, possibly long years ago, by their brothers in science.

(more)

our life & against which the old principles of humanity and our own
and in the last, until so far will we go. But there must be no argument
but in which we are history bound like as other times when we have
done

the following and still continue in accordance with our principles
without giving them the opportunity to obtain any such and especially
to allow them to multiply their undivided power and get
them to control us, among others of soldiers who are specially trained
and armed, you can see that the time is past in which we can tolerate such
a thing.

Now therefore we command you to do the following and
every Garrison and its commanding officer and subalterns to do the following
immediately and moreover to observe the same in all cases and especially
among Indians "which know no punishment but to kill the prisoners in
order to satisfy their rage and violence and
also to be taken and delivered into the hands"

"and then will you make certain that he will be treated in no case
and no manner than would be fit for him the captain of said
troop or company of men to whom it shall be given into his
hands and to whom it shall be given a hundred dollars
and one hundred pounds weight of fine gold coin"

With these instructions the commandant was directed every year to report
to the General Land Commissioner his findings before whom he was to be
called and will then be held responsible to establish what the
amount of fine gold coin he had received and what amount
was to be paid him at the time and whether said sum be

"Men must learn to live and work together or all will perish together. This concept of the relationship between men is not new. The ideal of brotherhood has pervaded the teachings of all religious thinkers - Christians, Mohammedans and Jews alike - whose moral and philosophic precepts form the bedrock of our modern institutions and culture. And this concept, as we all know, is basic to a true democratic way of life."

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NBC-New York, 11/11/52

about this life and thought from time past at present time now
and then I have been very interested and the more you talk - the more
interested I am to be interested in history and especially the early
days when man was a wild animal, but now we are progressing - progress
is education and man can be educated with much assistance - especially
when he is raised at such like an as ignorant animal, especially
when he is raised to you - when he is

Yours very truly

John C. Green

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 12, 1952

76 FIVE-MINUTE PERIODS ON 'TODAY' ARE SOLD
AS SEVEN LEADING ADVERTISERS BUY TIME

The continuing growth of sponsor interest in TODAY, NBC-TV's early morning news and special events program, has resulted in the sale of 76 five-minute periods between now and the end of December, according to John K. Herbert, NBC vice president in charge of Radio and Television sales.

Seven leading advertisers are represented by the new sales, which were negotiated during the past few weeks.

"Today's" new sponsors and their advertising agencies are: The Parker Pen Company (J. Walter Thompson Co.); Curtis Circulation Company (Batten, Barton, Durstine & Osborn, Inc.); Murine, Inc. (Batten, Barton, Durstine & Osborn, Inc.); Eastco, Inc. (Ruthrauff & Ryan, Inc.); Dictograph Products, Inc. (Buchanan & Co.); Ponds Extract Company (J. Walter Thompson Co.); and Sawyer's Inc. for Personal Cameras (Carvel, Nelson & Powell Advertising).

"Today," with Dave Garroway, is seen over the NBC-TV network Mondays through Fridays, 7:00 to 9:00 a.m., EST and CST.

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EKCOWARE PRODUCTS COMPANY NOW SPONSORS WEEKLY,
15-MINUTE SEGMENT OF 'WELCOME TRAVELERS'

Ekcware Products Company is now sponsoring a weekly, 15-minute segment of WELCOME TRAVELERS, NBC-TV's popular audience-participation program.

The company, which manufactures kitchen ware, began sponsoring the 3:30 to 3:45 p.m., EST, portion of the show every Monday, effective Nov. 3. The contract for nine weeks was placed by Dancer-Fitzgerald-Sample, Inc.

"Welcome Travelers" also is sponsored by Procter & Gamble Company, 3:45 to 4:00 p.m., EST, Mondays through Thursdays; and on Fridays by Helene Curtis Industries, Inc., 3:30 to 3:45 p.m., EST, and Shwayder Brothers, 3:45 to 4:00 p.m., EST.

The program is seen over NBC-TV Mondays through Fridays from 3:30 to 4:00 p.m., EST.

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NBC-New York, 11/12/52

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3. *On the other hand, the author's argument is not based on the assumption that the*

November 12, 1952

* ----- *
SINGING STAR JANE PICKENS IS SPOTLIGHTED IN NEW
SERIES RECALLING SONGS, NOTABLES AND
EVENTS 'THROUGH THE YEARS'
* ----- *

Jane Pickens, NBC singing star, is spotlighted in a new radio series, "Through the Years," Thursdays from 10:35 to 11:00 p.m., EST (starting Nov. 13).

The program will recapture highlights of past years through recorded flashbacks of actual historical events and people. Miss Pickens, accompanied by the NBC concert orchestra under direction of Frank Black, will sing songs of the years recalled in the broadcast. The program on Nov. 20 will feature the voices of the late Fanny Brice, Caruso and President Warren G. Harding. "Through the Years" is written by George Lefferts and produced and directed by George Wallach.

Miss Pickens will continue to be heard on her daytime program, "The Jane Pickens Show" on NBC radio (network except WNBC, 2:00 p.m., EST).

Jane Pickens has had a notable career which has brought her success in many fields. She first won national prominence as a member of the famous Pickens Sisters singing group. On Broadway she has appeared in several shows, giving a memorable performance in the presentation of Marc Blitzstein's dramatic opera, "Regina." When Miss Pickens sang and acted the taxing title role in the rigorous Broadway schedule of eight performances a week, she achieved a personal triumph.

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an NBC Feature

FROM SHANTY TO PALACE, SPLINTER TO GIANT TREE,
NBC STAGING SERVICES PROVIDE FOR TV SHOWS

Although the wall that shakes when a door is closed and

similar embarrassments were eliminated by NBC through the use of solid scenery as long ago as 1946, NBC perfectionists continue with refinements of practical windows and doors and other details of the system.

NBC realized, at the beginning of the post-war resurgence of the medium, that such was a basic need of video.

The largest stock of solid practical scenery in television has been available at NBC since last April. Added since then have been such items as corbels, pilasters, columns and railings, which give the appearance of solid architectural units but actually are very light in weight but sturdy in construction and durability.

From this stock, NBC Staging Services can construct anything from a shanty to a palace.

Much of the careful testing done at Staging Services never comes to public attention since an important part of the responsibilities of this department is the pre-testing of new developments and materials, in order to avoid use of those which, while they might seem promising, will not stand up under heavy use. Such an example, for instance, would be the too-brittle masonite, for flats. Plastic-coated standard trim moldings with an adhesive backing have been found to save the expensive and time-consuming process of nailing in the conventional manner and later having to remove the nails. The adhesive backing makes it possible to pull the trim off quickly and easily.

(more)

Stock is made particularly flexible by use of special hinged corner posts, pilasters, platforms to provide elevation, railing and banister units of all architectural periods. There are windows of any type, from a Gothic church stained glass to modern picture windows. And there are doors to match. The designer has a choice of many different types of fireplaces which fit into any standard flat. All these things can be provided from stock without having to be built for the occasion.

Forest scenes and other natural settings have been included in the plastics area development. Staging Services now has a stock of very light but strong plastic "natural" rocks ranging from 18 inches to approximately six feet in diameter. From them can be assembled a pile large enough for a Wagnerian opera. The designer has these same rocks in miniature scale with which to model his preliminary design.

NBC Staging Services specialists keep an eye peeled for super de luxe extras. One such acquisition is the tree that didn't grow in Brooklyn but now has been sent there for storage. It's the fabulous and much praised creation which was used in the stage setting of "The Grass Harp." NBC acquired it for use in a television presentation of "The Grass Harp" on "Kraft Television Theatre." It's in hundreds of pieces, which fill two trucks when transported from storage to studio, and, like the plastic rocks, can be used in any combination of parts. When fully assembled, the tree is 22 feet high with a spread of 35 feet.

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- 10 -



an NBC Feature

*—————
‘GRAND OLE OPRY,’ FAMOUS PROGRAM OF COUNTRY MUSIC
AND OLDEST CONTINUOUS COMMERCIAL RADIO SHOW,
TO MARK 27th ANNIVERSARY ON AIR NOV. 22
—————*

An institution in American radio, NBC's GRAND OLE OPRY, the oldest continuous commercial program in radio history, will celebrate its 27th anniversary on the air on Saturday, Nov. 22 (NBC radio, 9:30 p.m., EST).

Nearly 5,000,000 persons have come to Nashville to see the "Opry" since its initial broadcast in November, 1925, and it has not missed a Saturday night show since that date.

Founder of the program was George D. Hay, a reporter for the Memphis Commercial Appeal who later became known as the Solemn Old Judge. Shortly after the end of World War I, Hay's newspaper sent him to cover the funeral of a war hero, who was the son of a prosperous farmer in the Ozarks 30 miles from Mammoth Spring, Ark. After he filed his story, Hay spent a day in town. This is what he wrote of this experience, 30 years later:

"In the afternoon we sauntered around the town, at the edge of which hard by the Missouri line there lived a truck farmer in an old railroad car. He had seven or eight children, and his wife seemed to be very tired with the tremendous job of caring for them. We chatted for a few minutes, and the man went to his place of abode and brought forth a fiddle and a bow.

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"He invited me to attend a 'hoedown' the neighbors were going to put on that night until 'the crack of dawn' in a log cabin about a mile up a muddy road. He and two other old-time musicians furnished the earthy rhythm. About 20 people came. There was a coal oil lamp in one corner and another in the 'kitty corner.' No one has ever had more fun than those Ozark mountaineers did that night. It stuck with me until the idea became the 'Grand Ole Opry' seven or eight years later."

When radio broadcasting began several years later, Hay entered the new field, organizing a program over WLS in Chicago, which later became known as the National Barn Dance. At that time there were no networks upon which to depend for programming, and the era of the disc jockey was far in the future. Live programming was the order of the day. For talent, radio stations depended upon musicians available in their own localities, few of whom were professional. When George Hay came to Nashville, he recognized at once the great wealth of folk music material and talent available in the farms and hills of Tennessee. Calling himself the "Solemn Old Judge," he launched the "WSM Barn Dance" on Nov. 28, 1925 -- a program that was later to evolve into the current "Grand Ole Opry."

Today the "Opry" has become the nation's foremost exponent of country music and the principal agency through which Nashville has become the folk music capital of the world. An average of 5,000 people attend the show in the Ryman Auditorium each week, and more than 10,000,000 hear it on the air. The actual show, which runs four and a half hours every Saturday night, from 7:30 p.m. to midnight, is

(more)

... a new addition to "Invention" is that of the Industrial Art".
 This is to teach the young that it is their duty to try to put to good
 use the knowledge and skill they have learned in the school system and to
 make a new and useful application of it so that industry may benefit
 and man may prosper. It is also the desire of the government that
 the young men who are interested in these subjects should never
 be denied "the right to succeed" and that they should be given
 "every opportunity to do well".

With regard to the various subjects mentioned above there
 is no better teacher than the man himself. He should be allowed to
 teach his own subject and to do so in his own way. This is
 the best way to teach him how to do his work well. The
 teacher should be allowed to teach his own subject and to do so in his
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3 - 'Grand Ole Opry'

broadcast locally in its entirety by Station WSM in Nashville, and is heard over the entire NBC network from 9:30 to 10:00 p.m., EST, under sponsorship of the R.J. Reynolds Tobacco Company (for Prince Albert Smoking Tobacco).

Approximately 200 assorted entertainers, with Red Foley as emcee and host, entertain "Opry" fans from most of the 48 states. It's a rare occasion when automobile licenses from at least 30 states can't be checked in nearby parking lots. Reserved seats are sold out for more than two months in advance, and the line for unreserved seats starts forming outside the Ryman by mid-afternoon on Saturdays. When the show starts at 7:30, not a spare seat can be found in the 4,000-capacity horseshoe-shaped auditorium. Originally a tabernacle, the Ryman Auditorium was built in the 1880s for evangelist Sam Jones, and it still has the original pews of thick oak, arranged in concentric semi-circles.

To the radio audience, the "Grand Ole Opry" is a big, fast-moving country jamboree. To the live audience in the Ryman Auditorium, it is a hillbilly extravaganza. More than 125 artists -- the stars and their "side men" -- perform before the microphones so spontaneously and seemingly unplanned that the clocklike precision of the timing seems unbelievable. Although the show plays to a large live audience, it is presented as a radio program with a live audience, rather than a stage show that is being broadcast. The artists play first to the microphone and second to the audience.

To a stranger, this audience rivals the stage opus in color and interest. Entire families are present, including all the children and even babes in arms. Families usually bring basket suppers and

(more)

patrons may purchase popcorn, ice cream or soda from the boys who hawk their wares up and down the aisles and across the front of the house.

Even the stage hands contribute to the radical departure from the usual formality of a radio program. Recently, a bit of over-crowding caused the back of a pew to break off. The backstage carpenter went out front and quickly and noisily repaired the damage. If the hammer blows bothered either audience or performers, none raised any objection. He merely took up a hammer and beat in rhythm to Red Foley and "Tennessee Saturday Night."

By about 10 o'clock, even though the show has been on the air for two and a half hours, the line of fans waiting to get into the auditorium still extends around the block. About this time someone steps before the footlights and requests that some of the folks go home and give the others a chance to get in. But even this maneuver does not always accommodate the overflow crowd, and on occasion "Grand Ole Opry" has presented a repeat show at midnight.

The popularity of "Grand Ole Opry" and country music has been spread beyond American shores by U.S. armed forces. In 1949, a survey was made among U.S. airmen stationed in Europe to determine what radio show they wanted most to tour their bases. "Grand Ole Opry" won by a landslide. As a result, a large group of Opry artists made a flying trip to air bases in the Azores, Europe and Iceland.

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deze voor een heel aantal jaren de eerste en belangrijkste bronnen van historische en sociale gegevens voor de geschiedenis van de Nederlandse volksgemeenschap. De gedrukte bronnen zijn echter niet meer dan een klein deel van de historische documenten die in de loop der eeuwen zijn opgedrukt. De gedrukte bronnen zijn vooral geschreven door geleerden en geleerde schrijvers, maar er bestaan veel meer gedrukte bronnen die door gewone mensen zijn geschreven en gedrukt. De gedrukte bronnen zijn vooral geschreven door geleerden en geleerde schrijvers, maar er bestaan veel meer gedrukte bronnen die door gewone mensen zijn geschreven en gedrukt.

"Gedrukte bronnen" in de geschiedenis

In de geschiedenis van de Nederlandse volksgemeenschap zijn gedrukte bronnen een belangrijke factor geweest. De gedrukte bronnen zijn vooral geschreven door geleerden en geleerde schrijvers, maar er bestaan veel meer gedrukte bronnen die door gewone mensen zijn geschreven en gedrukt. De gedrukte bronnen zijn vooral geschreven door geleerden en geleerde schrijvers, maar er bestaan veel meer gedrukte bronnen die door gewone mensen zijn geschreven en gedrukt.

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 13, 1952

NBC ANNOUNCES COMMERCIAL TESTING SERVICE FOR CLIENTS

- - -

Move Is Unprecedented in Broadcast Advertising History:

New Report Released, Based on Schwerin Research,

For Greater Effectiveness of TV Commercials

FOR RELEASE MONDAY A.M., NOVEMBER 17, 1952

In a move unprecedented in broadcast advertising history, the National Broadcasting Company has announced a commercial testing service for its network television clients. Under the plan, NBC is making available facilities for producing experimental television commercials and testing them before special audience groups.

At the same time the network released a new research report entitled "How to Increase the Effectiveness of Television Commercials." This study has been developed out of research conducted by the Schwerin Research Corporation and is being shown by the network to interested agencies and advertisers.

In announcing the results of the study and the network's plans for the commercial testing service, John K. Herbert, vice president in charge of radio and television network sales, said:

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"NBC's publication of the report and its new service are both designed to help advertisers win even greater returns from their television campaigns. These unique contributions underline our belief that the network has a continuing responsibility to the users of the medium. That is also why we established a merchandising service last year."

Both the plan for testing commercials and the presentation of the research report were developed under the supervision of Ruddick C. Lawrence, director of Promotion, Planning and Development at NBC.

"Our research into sales effectiveness shows wide differences in what television advertisers are getting for their money," Lawrence said. "We found, for example, that two advertisers were reaching about the same number of people at about the same cost. Yet one advertiser was getting eight times as many extra customers per dollar as his competitor.

"We at NBC have been concentrating on building great shows to attract the all-set, all-family circulation. Obviously, that's the most important job we can do for the advertisers. However, it appears that in many cases improving the commercial -- as well as increasing the rating -- may actually produce tremendous sales returns. This points up again the importance of the creative man and is one of the real frontiers for advertising. We hope this report will stimulate further study of ways to increase commercial effectiveness and that the commercial test plan may be a practical contribution toward helping advertisers get the most from their television dollars."

The Test Commercial Service, available at cost to advertisers using the NBC television network, provides a way of pre-testing sales

(more)

the actions with all his strength and to his best ability to do

what was required of him and to the best of his knowledge and belief did

not do anything which would be calculated to injure or annoy any

other person or persons or to interfere with any other person's right

or privilege or to do any act which would be calculated to injure

any other person or persons or to interfere with any other person's right

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any other person or persons or to interfere with any other person's right

3 - Testing Service

ideas, so that ultimate on-the-air commercials will have the benefit of test experience. NBC will schedule times in its New York studios for the rehearsal and shooting of rough commercials. These will be kinescope recorded and later played back to Schwerin test audiences to determine how well the sales points get across to the public.

In the interest of speed and economy, these test commercials need not meet finished production standards. Simple settings, a minimum of props and performers, and limited camera work can serve the purpose, for the primary objective is to determine the relative superiority of various copy approaches. The commercials are not to be used on the air.

This test service will also be given to any NBC radio network advertiser who may wish to pre-test radio commercials in similar fashion.

The conclusions contained in "How to Increase the Effectiveness of Television Commercials" were based on tests of approximately 2,000 different television commercials for several hundred different nationally-advertised products. The purpose of the tests was to discover what sales points were best remembered and why they were remembered.

Each commercial was tested at audience reaction sessions. Immediately after seeing programs in which the commercials had been inserted, the viewers were requested to write down the brand name of the product advertised and everything about it they remembered having seen or heard in the commercial. At a later point in the sessions, they were asked whether they believed certain key claims made in the commercial.

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The information gained from the viewers was analyzed and refined into general principles which serve as guideposts to more effective television commercials. These principles, all backed up by substantial case histories, are:

1. Correlate audio and video.
2. Demonstrate.
3. Keep it simple.
4. Use the right presenter.
5. Keep the setting authentic.

The importance of correlating audio and video was shown in a study of two commercials for a television receiver. Commercial "A" had an announcer standing beside a receiver and telling of a special engineering feature. That feature received only five responses per 100 viewers in tests. Commercial "B" has the announcer standing beside an exposed chassis of a television receiver. He told the same engineering story but pointed at the special feature as he spoke of it. The response to this commercial was 41 per 100 viewers, or eight times more recall when the picture and sound told the same story simultaneously.

The importance of demonstrating a product was shown in case histories in which a kitchen cleanser was shown in actual use; a model washed her hair with a shampoo which produced much more suds than that used by another model with an unnamed shampoo; and a side of meat was shown actually being trimmed away to get down to the choicest portion of meat which went into the package.

A case history of two cigarette commercials conveyed the principle of "keep it simple." The first version tested had all the marks of a major production. Within a period of 60 seconds, it

(more)

introduced no less than 10 scenes. The announcer was shown extolling the product. Then in rapid succession came a product shot, a testimonial from an athlete, a second announcer, a shot of the product in use, another testimonial, etc. The score for this expensive commercial was 13 responses per 100 viewers. The commercial was simplified to three basic elements: a picture of the product with voice over, a testimonial by a housewife, and a final close-up of the product. This treatment won 32 responses per 100 viewers.

An interesting revelation of the study was that a commercial message often could be told most effectively in less time. The selling message in a commercial on a food product was condensed into a version which ran 40 seconds shorter. It drew 61 responses per 100 viewers, against a score of 54 for the longer version, by telling the story simply and quickly.

The importance of using the right presenter was shown in a commercial for a prepared mix. To illustrate the claim that this product made it simple to achieve perfect baking results, a chef was pictured pulling some pastry from the oven, explaining how easy it was to achieve consistent baking results. In another approach the same demonstration was made by a little girl. The first commercial won 16 responses per 100 viewers versus 73 when the child was the presenter.

The study concludes, "It becomes increasingly clear that the findings put a premium on good thinking and bold imagination. These principles are not tricks which automatically turn out good commercials; they merely establish boundaries marking off the wide areas in which creative initiative has full play. But we do feel the advertiser who keeps these principles in mind can substantially raise the performance level of his TV commercials."

(more)

"How to Increase the Effectiveness of Television Commercials," which is in the form of a slide presentation and an attractive 48-page illustrated book, is another of the extensive research studies on the influence of television advertising that NBC has made during the expansion of the medium.

The NBC network published "The Hofstra Study" in 1950. It followed this a year later with "Television Today," a detailed analysis of the sales impact of television on 143 package good brands and 45 durables. Early in 1952 NBC released "Summer Television Advertising," a critical examination of the sales performance of 52 Summer-advertised television brands and their vacationing competition.

The common finding of these investigations, the network said, was that television is amazingly efficient in adding extra customers. The present study goes a step further and explores how television commercials can be made even more effective.

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NBC-New York, 11/13/52

* * *

'KUKLA, FRAN AND OLLIE,' ON FLOAT WITH GINGERBREAD
CARICATURES OF TROUPE, TO BE FEATURED IN
DETROIT THANKSGIVING DAY PARADE

Topping off a busy month of personal appearances including a guest appearance at Cleveland's "Page One Ball" on Nov. 15, Burr Tillstrom, along with "Kukla, Fran and Ollie" and all the rest of the Kuklapolitans, will return to Detroit this year to participate again in the J.L. Hudson Company's annual Thanksgiving Day Parade there.

The parade, which will be telecast by NBC-TV on Thursday, Nov. 27 (network except WNBT, 10:30 a.m., EST), will feature the Kuklapolitans on their own specially constructed float. The float will be decorated with gingerbread characters surrounding a giant jumping jack box, out of which caricatures of the Kuklapolitans will appear.

Burr Tillstrom and Fran Allison will stand at the front of the float together with Kukla, Ollie and all the other members of the group. At the conclusion of the parade, Burr and Fran will go to the viewing platform where, together with the mayor, they will greet Santa Claus.

Tillstrom and his friends were a featured attraction in last year's Thanksgiving Day Parade in Detroit.

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NEW TV STATION IN EL PASO TO FEATURE
NBC'S 'DAILY NEWS SERVICE'

KTSM, El Paso's new television station, has purchased NBC-TV's "Daily News Service" for 26 weeks, John B. Cron, national manager of syndicated film sales, announced today. The Texas station will show the up-to-the-hour newsreel as a daily feature of its programming when it begins broadcasting soon.

Cron also said that KPHO, Phoenix, Ariz., will continue "Dangerous Assignment" starring Brian Donlevy for another 13-week period on behalf of the Clark Smith Auto Dealers.

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NEW 'LILLI PALMER SHOW,' SERIES OF 26 FILM FEATURES,
TO BE SPONSORED IN KANSAS CITY BY DRUG FIRM

The NBC-TV film division has sold the new "Lilli Palmer Show" in Kansas City, Mo., where the Katz Drug Company will sponsor the 15-minute visit with Lilli and her guests on station WDAF. The Bruce B. Brewer Company was the agency.

The "Lilli Palmer Show," a series of 26 films, features the noted actress and a variety of interesting personalities. During the 15-minute programs produced for NBC-TV, such stars as Robert Helpmann, Gusti Huber, Hurd Hatfield, Bea Lillie, Thornton Wilder, Sir Cedric Hardwicke, Agnes DeMille and Rex Harrison will perform. Together with Lilli, they will reminisce about famous artistic personalities of the past -- Nijinsky, Richard Wagner, John McCormack, Johann Strauss, Rupert Brooke, Casanova, Nellie Melba, Lillian Russell and Yvette Guilbert. The "Lilli Palmer Show" will offer anecdotes and selected

(more)

2 - 'Lilli Palmer Show'

performances of Lope de Vega, Sarah Bernhardt, Ellen Terry and Isadora Duncan, Cervantes and Moliere. They will hear songs and instrumental music sung and played by Lilli's guests. There will be dancing, interpretive and ballet.

The series of 26 programs was filmed in New York in the late Spring of 1952, with Charles Kebbe as producer and writer, Alex Leftwich as director, George Steotzel as cameraman. Nettie Rosenstein designed Miss Palmer's gowns. The setting for the program is Lilli's library where her famous guests come to visit and to chat.

NBC-TV's Film Division, headed by Vice President Robert W. Sarnoff, is syndicating the sale of the "Lilli Palmer Show" throughout the country. John B. Cron is national manager of film sales.

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NBC-New York, 11/13/52



from NBC PRESS DEPARTMENT • New York

NBC NETWORK COMMENTATORS, CORRESPONDENTS AND NEWSCASTERS

NEW YORK

Kenneth Banghart
Henry Cassidy
W.W. Chaplin
Bob Considine
William Fitzgerald
James Fleming
Don Goddard
Ben Grauer
Radcliffe Hall
George Hicks
H.V. Kaltenborn
Merrill Mueller
Leon Pearson
Peter Roberts
William B. Sprague
John Cameron Swayze
William R. Wilson

WASHINGTON

Morgan Beatty
Frank Bourgholtzer
David Brinkley
Ned Brooks
Leif Eid
Earl Godwin
Richard Harkness
Ray Henle
Bill Henry
Ray Scherer
Albert Warner

CHICAGO

Alex Dreier
James Hurlbut
Len O'Connor
Clifton Utley
Clint Youle

SAN FRANCISCO

Bob Letts

HOLLYWOOD

David Anderson
Edwin Haaker
Elmer Peterson
John Storm

CLEVELAND

Edward Wallace

LONDON

Romney Wheeler
Edwin Newman
Pierre Myers
Jon Farrell

PARIS

Paul Archinard
William Frye

ROME

Jack Begon

FRANKFURT

Robert McCormick

VIENNA

Josef Israels II

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CONTINUATION OF THE HISTORY OF THE APPOINTMENT OF THE CHIEF

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MADRID

Richard Mowrer

MEXICO CITY

John Wilhelm

STOCKHOLM

Sven Norberg

HELSINKI

Paul Sjoebлом

ANKARA

Osman Ferda

TEL AVIV

Dan Kurzman

CAIRO

Mark Seedon

BEIRUT

A.C.B. Squire

TOKYO

George T. Folster
John Rich
James G. Robinson
Peter Murray

MANILA

William Dunn

MALAYA

Jerome P. Newmark

HONOLULU

Marion Mulroney

PANAMA

Len Worcester

OTTAWA

Robert McKeown

FAIRBANKS, ALASKA

A.D. Bramstedt

ANCHORAGE, ALASKA

A.G. Hiebert

PUERTO RICO

Fred Wilhelm

HAVANA

Ed Scott

SAO PAOLO, BRAZIL

Henry W. Bagley

RIO DE JANEIRO

James Christie

BUENOS AIRES

George Natanson

HONGKONG, FORMOSA, SAIGON

Robert Elegant

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 14, 1952

*-----
NBC PRESIDENT McCONNELL ANNOUNCES IMPORTANT CHANGES IN
NETWORK RETIREMENT PLAN AT LUNCHEON WELCOMING
22 EMPLOYEES TO COMPANY'S 25-YEAR CLUB
-----*

Joseph H. McConnell, President of the National Broadcasting Company, today announced important new changes in the NBC Retirement Plan at a luncheon at the Hotel Waldorf Astoria in New York City, welcoming 22 network employes to the company's Twenty-Five Year Club. Later in the day, he presided at a cocktail party, at the Rainbow Grill atop the RCA Building, for 106 new members of the NBC Ten and Twenty-Year Clubs.

In addition to awarding suitably inscribed gold watches and certificates in recognition of their service to those who have completed 25 years with NBC, Mr. McConnell outlined the changes in the NBC Retirement Plan, which will become effective Dec. 1.

"Under the present plan," he said, "you buy less retirement income each year as you grow older. With the changes, you will buy a level amount of retirement income at every age -- and the income to you each year after retirement has been increased to 40% of your total contributions. Not only are the benefits increased, but your contributions will become less after Dec. 1. The company will make up the difference in cost -- to the point of paying into the fund almost \$2 for every dollar paid by the employe, whereas before the company matched the employe's payment dollar for dollar."

(more)

Mr. McConnell spoke of his pleasure in being able to make the 25-Year Awards, characterizing the occasion as "much more a personal privilege than an official duty." He pointed out that "broadcasting itself is a new industry. Until last year we didn't have any 25-year employes, because it was only last year that NBC reached its own 25th birthday. In that year, 28 of our people completed a quarter century of service with the company. Most of them -- still active in their jobs -- are with us here: they have been with NBC since its very beginning."

"Today," he continued, "22 men and women in this room, and seven more at other locations, are joining this distinguished group. On behalf of NBC, I salute you. By this time, I can assure you that I have a healthy admiration for anybody who has managed to live with the broadcasting business for as long as 25 years -- and who still looks and acts as young and vigorous as you do."

Those who received Twenty-Five-Year watches and certificates are: William Burke Miller, night executive officer, Integrated Services; Marion Murray, Music Library, Programming; Robert Sharpe, Studio Grips (Set Up), Production Services; Helen Walker of Network Controllers; Arthur Lindstrom, John Rodenbach, Andrew Waddell, Al Wies, Alfred Christopher, Charles Grey and Theodore Hahn, AM Technical Operations; Charles Phelps, AM Sales; William Clarke, Gustave Bosler, Granville Peers and James Strang, Administration Engineering; Joseph Kent, Hugh McGeachie and Ella Shiel of Network Controllers; William Bloxham of Purchasing-Treasurers; Steere Mathew, Traffic-Station Relations; and Dr. Alfred N. Goldsmith.

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The first to receive a Ten-Year Pin from Mr. McConnell at the afternoon cocktail party was Joseph V. Heffernan, NBC financial vice president, who has completed 17 years with the RCA-NBC family. Mr. Heffernan then presented appropriate pins to the 85 other Ten-Year employes and the 20 Twenty-Year people.

Present at both the luncheon and the cocktail party were executives from all departments of the company.

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NBC-New York, 11/14/52

the discussion you were just having is evidence of some very
interesting and instructive N. American and Central American literature that
you didn't mention and that spans the following time when writing only
and when it's not so safe to assume that the author has had
any kind of "background" to any kind of writing. I would
say when I think of the poems and such in Mexico
I always think of the enormous literature

of the Aztecs.

1950-51, 1952-53, 1954-55

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 14, 1952

SPONSORS RENEW 'FIRESIDE THEATRE,' 'MEET THE PRESS'
AND 'CLUB EMBASSY' ON NBC-TV

Three network advertisers have renewed pro-
grams on the NBC television network.

Procter & Gamble Co. renewed for 52-weeks the
NBC-TV telecasts of "Fireside Theatre," (Tuesdays,
9:00-9:30 p.m., EST) effective Jan. 6, 1953.

Compton Advertising, Inc. is the agency.

Revere Copper and Brass, Inc. renewed "Meet the
Press," telecast over NBC-TV Sundays, 6:00-6:30 p.m.,
EST. The order for 13 additional weeks becomes ef-
fective Jan. 4, 1953. The agency is St. Georges &
Keyes, Inc.

"Club Embassy," was renewed for another 13
weeks by P. Lorillard Company for Embassy cigarettes.
The order, which becomes effective Dec. 30, 1952,
was placed by Lennen & Newell, Inc. NBC satirists
Bob and Ray star in the show, which is telecast
Tuesdays, 10:30-10:45 p.m., EST.

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November 14, 1952

'DING DONG SCHOOL,' CHICAGO SHOW FOR 3-TO-5-YEAR-OLDS,
HIGHLY PRAISED BY PARENTS AND EDUCATORS,
TO BECOME NBC-TV NETWORK FEATURE

Monday-through-Friday Program Entertains and Teaches
Children with Toys, Games, Puzzles and Stories

PREMIERE

DING DONG SCHOOL, NBC Chicago's conspicuously successful daily television series for pre-school children, will become an NBC-TV network feature starting Monday, Nov. 24 (network except WNBT, Mondays through Fridays, 10:00-10:30 a.m., EST). For the past six weeks it has been presented exclusively by NBC's Station WNBQ in Chicago.

Devoid of frills, elaborate settings and camera tricks, "Ding Dong School" is paced to the understanding of three-to-five-year-olds. It has been described as a kind of nursery school -- a program engaging the active participation of pre-school children and one in which they can completely lose themselves in the fascination of attending their "own" school. During the course of the program, "Miss Frances" entertains and educates them with constructive toys, games and puzzles; she tells them stories and nursery rhymes; she helps them with simple drawings and cut-outs.

"Miss Frances" is Dr. Frances R. Horwich, on leave of absence from her duties as chairman of the department of education of Chicago's Roosevelt College. She has had extensive experience as

(more)

37-10235

teacher, counselor and administrator in early childhood and elementary school education. She holds degrees from the University of Chicago, Northwestern University and Columbia University's Teachers College. She is author of many texts in the field of professional education.

When the series started Oct. 3, 1952, there was a certain uneasiness among NBC Chicago staff members regarding what seemed to be the "slow" pace of the program -- as judged from an adult point of view. But misgivings were soon allayed when a flood of mail began to pour into NBC Chicago headquarters. The comments, from mothers and from the children themselves, were uniformly enthusiastic. In one day 2590 pieces of mail arrived. There were statements like these:

"It is a blessing to those of us with small apartments where children are somewhat confined." "He pulled his rocket up to the set, and when a two-and-a-half-year-old boy is kept interested for 30 minutes, it's got to be good." "If you had a sponsor," one three-page letter of praise concluded, "and that sponsor sold long underwear, I would buy a set each week just to make certain that your program stayed on the air."

The program was created by Judith Waller, NBC Chicago director of public affairs and education, and George Heinemann, WNBQ program manager. The program is produced and directed by Reinald Warrenrath Jr. Nine prominent educators in the Chicago area serve as consultants.

"Acceptance of 'Ding Dong School' by educators has been both overwhelming and flattering," Dr. Horwich states. "We have received calls from primary and kindergarten teachers telling us that they are

(more)

using the program as a definite part of their school day. Teacher training institutions plan to incorporate the show in their methods courses, and school administrators and school board members watch daily for new ideas and suggestions."

Dr. Paul Witty, professor of education at Northwestern University, said: "I think this is a wonderful idea...much needed... cannot help but be a success."

Dr. Herold Hunt, general superintendent of Chicago schools, said: "Educational programs of this type bring television to the status it should rightfully enjoy."

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NBC-New York, 11/14/52

Sept. 11, 1921 - New Haven

* ----- *
'GRAND OLD OPRY' TO CELEBRATE 27th ANNIVERSARY NOV. 22

Boob Brasfield Will Join Red Foley and the Gang
As Oldest Commercial Show Marks Milestone
* ----- *

GRAND OLE OPRY, the oldest continuous commercial program in radio history, will reach another milestone Saturday, Nov. 22 (NBC radio, 9:30 p.m., EST) when it celebrates its 27th anniversary on the air.

On hand to spark the anniversary show will be Red Foley and other "Opry" regulars. Rod Brasfield, comedian, will greet his talented brother, Boob Brasfield. Rod, known for the tall tales he relates every Saturday night on the "Opry," gives older brother Boob credit for teaching him the ropes more than 25 years ago. Boob was a show business veteran when he and young Rod toured the country for many years with their brother act. In the early 1930s Rod broke into radio and Boob continued his successful career as a tent show comedian. He is now a member of one of the few such aggregations still existing, "Bixby's Comedians."

Also on stage at the Ryman Auditorium in Nashville will be Minnie Pearl, famous comedienne and "man-crazy gal" from Grinder's Switch; the Old Hickory Singers, pianist Marvin Hughes, and Stringbean and his banjo. Singing host Red Foley will sing "Freight Train Blues," "I'm Bound for the Kingdom" and "Kiss on Paper."

More than 650 disc jockeys have been invited to attend the anniversary broadcast and a special reception.

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JOHN CAMERON SWAYZE TO OFFER LATE NEWS
SUMMARIES AND COMMENTARY

John Cameron Swayze will give five-minute summaries of late news and commentary on NBC radio Monday, Wednesday and Friday, Nov. 17, 19 and 21, at 10:30 p.m., EST, under sponsorship of Smith Brothers, makers of cough drops. Sullivan, Stauffer, Colwell and Bayles is the agency.

Swayze will also be heard on Thursday, Nov. 20 and each Monday, Wednesday and Friday of succeeding weeks through Friday, Jan. 2 at the same time for the Wine Corporation of America (Mogen David Wine). Weiss and Geller, Inc., is the agency.

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NBC'S WILLIAM RAY TO PARTICIPATE IN SIGMA DELTA CHI PANEL
DISCUSSION OF RADIO-TV COVERAGE OF PUBLIC HEARINGS

William Ray, news director of NBC's Central Division, will participate in a panel discussion of "The Right of Radio and Television to Broadcast Public Hearings, Trials, Legislative Sessions and News Conferences" before the National Convention of Sigma Delta Chi, national journalistic fraternity, on Thursday, Nov. 20.

Ray is a member of the Freedom of Information Committee of Sigma Delta Chi.

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THE FEDERAL BUREAU OF INVESTIGATION

DEPARTMENT OF JUSTICE, WASHINGTON.

RECEIVED WITH THE APPROVAL AND DIRECTIONS
 OF THE DEPARTMENT OF JUSTICE, AND FOR TRANSMISSION
TO THE ATTORNEY GENERAL AND THE SECRETARY OF STATE
 AS THE APPROPRIATE COURSE, BY THE DIRECTOR OF THE
 BUREAU OF INVESTIGATION, DURING THE PAST TWELVE MONTHS.
 DIRECTOR OF THE BUREAU OF INVESTIGATION,
 APRIL 10, 1919. (Signed) WALTER R. COLEMAN
 ATTACHED TO THIS REPORT ARE FORTY-THREE
 DOCUMENTS WHICH ARE HEREBY FORWARDED.
 The enclosed documents consist of two U.S. con-
 sultant reports which discuss various aspects of
 American foreign policy and its relations with
 the world, and also a copy of the "Report of the
 Committee on Foreign Affairs, House of Repre-
 sentatives, 65th Congress, 1st Session, on the
 Foreign Policy of the United States," and
 a copy of the "Report of the Committee on Foreign
 Affairs, House of Representatives, 65th Congress, 2d
 Session, on the Foreign Policy of the United States."

WALTER R. COLEMAN

- - - - -

APRIL 20, 1919. ADDRESS OF THE DIRECTOR OF THE BUREAU OF INVESTIGATION
 TO THE ATTORNEY GENERAL AND THE SECRETARY OF STATE.

The enclosed letter from the Director of the Bureau of Investigation
 concerning the proposed legislation to prohibit
 the manufacture, importation, sale and distribution
 of alcohol, and the proposed legislation to prohibit
 the manufacture, importation, sale and distribution
 of tobacco, and the proposed legislation to prohibit
 the manufacture, importation, sale and distribution
 of opium, morphine, cocaine, hashish, marijuanna,
 and other dangerous drugs, is herewith transmitted
 to you for your consideration and action.

WALTER R. COLEMAN

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 17, 1952

NBC RADIO AND TV NETWORK SALES STAFFS ARE UNIFIED
INTO COMBINED DIVISIONS FOR MORE EFFECTIVE
SERVICE TO ADVERTISERS AND AGENCIES

- - -
New Appointments Are Announced

The National Broadcasting Company has unified its separate radio and television network sales staffs into combined divisions which will provide a more efficient and comprehensive service to advertisers and agencies, while enabling the company to intensify its overall sales effort. This move follows the appointment last July of John K. Herbert as vice president in charge of sales for both the radio and television networks.

Under its top executive group, the NBC Sales Department will consist of the Eastern, Central and Western Sales Divisions, each headed by a sales manager, and two staff divisions -- the Merchandising Division and a newly-established Sales Development and Services Division.

In announcing the new Sales Department structure, Herbert pointed out that the organization of the sales divisions is designed for maximum effectiveness under present-day selling conditions. Instead of the former method whereby advertisers and agencies were served by individual salesmen, the NBC network sales force is organized into a number of sales units, each consisting of one account supervisor and

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one or more account executives. Each client, agency and prospect will be served by a sales unit, which will permit greater concentration on specific sales problems and on sales development.

"More and more, radio and television are being bought and sold as complementary media," Herbert said, "Many advertisers recognize that they must use both media to achieve the most effective and comprehensive coverage. Our new sales organization will enable us to serve the immediate needs of such advertisers more efficiently and also will enlarge the scope of our service in participating with all advertisers and their agencies in forward planning for sales, distribution and merchandising."

In the new NBC Sales Department organization, George H. Frey, formerly vice president and director of television network sales, is appointed to the new position of vice president and sales director for both radio and television. He will have overall supervision of the selling activities of the Eastern, Central and Western Sales Divisions, and of the work of the Merchandising Division and the new Sales Development and Services Division.

Walter D. Scott, formerly national sales manager for the radio network, is named to the new post of administrative sales manager. In his new position, Scott will act for Herbert in special sales, policy and planning assignments and in departmental administrative matters.

Both Frey and Scott will report directly to Herbert.

The Eastern, Central and Western Sales Divisions will be headed in each case by a sales manager who will direct the work of the sales units in his division, and will report to Frey.

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each species and genera, and the number of species and genera in each family, and the number of species in each genus. This is the first step in the study of the flora. It is also important to know the distribution of each species, and the habitat in which it grows. This information can be obtained by examining the herbarium specimens, and by consulting the literature on the subject. The distribution of each species is usually indicated by the name of the locality where it was found, and the date of collection.

The next step in the study of the flora is to determine the number of species in each genus. This is done by examining the herbarium specimens, and by consulting the literature on the subject.

The third step in the study of the flora is to determine the number of species in each family. This is done by examining the herbarium specimens, and by consulting the literature on the subject. The number of species in each family is usually indicated by the name of the family, and the date of collection.

The fourth step in the study of the flora is to determine the number of species in each genus. This is done by examining the herbarium specimens, and by consulting the literature on the subject.

The fifth step in the study of the flora is to determine the number of species in each family. This is done by examining the herbarium specimens, and by consulting the literature on the subject.

The sixth step in the study of the flora is to determine the number of species in each genus. This is done by examining the herbarium specimens, and by consulting the literature on the subject.

The seventh step in the study of the flora is to determine the number of species in each family. This is done by examining the herbarium specimens, and by consulting the literature on the subject.

Edward R. Hitz, formerly manager of the Eastern Sales Division for the television network, has been named as manager of the Central Sales Division, covering both radio and television sales matters in that area. This appointment reflects the growing importance of Chicago as a sales center and the need for expanding and strengthening the NBC sales force at that location. Hitz brings to this new position a background of extensive experience and unusual abilities in sales management. He will move to Chicago to assume his new duties, where he will direct the activities of NBC's Central Division sales force.

John Lanigan, formerly vice president in charge of television sales for the American Broadcasting Company, has joined the NBC organization as manager of the Eastern Sales Division. The radio and television sales force in the Eastern Division will report to Lanigan, as will Walter Gross, NBC's sales representative in Detroit.

John T. Williams, formerly Western sales representative for the television network, has been appointed manager of the Western Sales Division, with headquarters in Hollywood. Frank A. Berend, currently in charge of network sales at that point, is being named to a new position of responsibility on the staff of John K. West, NBC vice president, Hollywood.

Also reporting to Frey will be Fred N. Dodge, who continues as director of the Merchandising Division, and George MacGovern, formerly administrative assistant to Herbert, who has been appointed as director of the newly established Sales Development and Services Division. Reporting to MacGovern in his new post are the following:

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Frank Reed, formerly manager of Television Sales Service, who is appointed manager of Sales Services for radio and television. The organization under Reed consists of the Radio Sales Service Section, which will be headed by Sackett B. Miles, and the Television Sales Services Section, which Reed will head as acting manager, pending appointment of a manager of that section.

Howard Gardner, formerly assistant manager of radio sales planning, who is appointed manager of Sales Development and Training.

Hamilton Robinson, formerly administrative assistant to Frey, who is appointed manager of Office Services.

Frey has had a lengthy and colorful career in the radio business, which he entered in 1924. At that time he joined Station WEAF when it was operated by the American Telegraph and Telephone Company. When the New York outlet was purchased by RCA in 1926, Frey joined the new ownership and has remained with the network ever since.

Frey was born at Fort Lee, N.J., in 1906. He was educated in the public schools of that state and is a graduate of the RCA Institute. His first assignments with RCA and NBC in 1926 were in engineering and promotional capacities. In 1929 Frey was made an NBC salesman and was promoted to sales service manager in 1940. He later became manager of Eastern Sales for NBC. In November, 1949, when the television network operations were separated from the radio network operations, Frey became director of Sales for television.

Scott has been with NBC since 1938 when he joined the Sales Department. He was named Eastern sales manager in 1949. In February, 1951 he was promoted to New York radio network sales manager. Prior to joining the network, Scott was in the sales department of Hearst

(more)

5 - Sales Staffs

Radio, Inc., and before that on the advertising staff of the Daily Oklahoman and Times. He is a graduate of the University of Missouri School of Journalism.

Hitz also came to NBC as a salesman in 1928, and has been with NBC in New York ever since, except for a brief two-year period in 1934 to 1935 when he was in charge of the Philadelphia sales office. In 1939 he became assistant to the vice president in charge of sales. His appointment as assistant sales manager of Eastern network sales became effective on April 29, 1946. He was named assistant director of network sales in September, 1947, and later became manager of the Eastern Sales Division of the television network.

A native of Cleveland, Ohio, Hitz became a New Yorker by adoption at the age of seven when his family moved East. He attended grade school in New York City, high school in Lima, Ohio, and business school in New York. His first position was in a Wall Street bond office. From there he went to the advertising and merchandising department of the New York Daily News, where he was employed only six months before joining the network.

Lanigan comes to NBC from the American Broadcasting Company where he had been vice president in charge of television sales since February of this year. A specialist in consumer advertising for Time Magazine during the three years prior to joining ABC, Lanigan has had an extensive background in advertising and sales in several media, including several years in sales for the Eureka Williams Corporation as well as three years in the mid-1940's as a space salesman in the Chicago and Detroit offices of Time. He also served for six years with Good Housekeeping Magazine, where he was manager of the Detroit sales office

(more)

6 - Sales Staffs

from 1941 to 1943 and before that a member of the sales force in the Chicago office. In addition he has had extended experience in the newspaper field with Reynolds & Fitzgerald newspaper representatives. He is a graduate of the University of Wisconsin.

Williams joined the research staff of NBC in New York in 1935 and was later transferred to the Radio Recording Division as a salesman. In October, 1950 he was appointed manager of television sales for the Western Division of NBC. Prior to that time he had served as assistant to the director of television sales for the network.

A Texan by birth, Williams attended the New Mexico Military Institute and Milligan College. His first commercial job was with the Chase National Bank in New York City, which he left to come to NBC.

Dodge joined NBC in 1951 as director of merchandising for the radio network, following 15 years' association with the American Weekly Magazine and Puck - The Comic Weekly. Dodge began his career at the age of 17 as a missionary salesman for the Thermoid Rubber Co., of Trenton, N.J., and later became its district representative in Connecticut. He has since been general sales manager for Harriet Hubbard Ayer Co., New York; general sales manager and assistant to the president of the Moto Meter Gauge & Equipment Corp., Toledo, Ohio; vice president in charge of sales for J.C. Hertz Co., New Haven, Conn; executive vice president and general manager for Dictograph Products, Inc., New York, and account executive for two advertising agencies: McManus, Inc. of Detroit, and Lambert & Feasley, New York. Dodge's business history also includes service on the board of directors of the Hupmobile Motor Car Co., the Dictograph Products Co., and the Lektrolite Corp.

(more)

7 - Sales Staffs

George MacGovern has had an extensive background in advertising agency operations with Batten, Barton, Durstine & Osborn, Inc., Campbell-Ewald Co. of New York, and MacFarland, Aveyard & Co., in the research, marketing, account executive and administrative areas. He is an expert in the interpretation and application of Nielsen Food, Drug, Radio and Television information. During the war he served as special advisor to the Control Division and as executive officer, Intelligence Division, Headquarters, Army Service Forces, with the rank of lieutenant colonel, G.S.C.

MacGovern came to NBC in 1949 as a rate supervisor in the finance division. In the Fall of 1950 he was named director of sales planning for the radio network. He was later appointed administrative assistant to the vice president in charge of radio network sales while still retaining his sales planning duties.

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NBC-New York, 11/17/52

November 17, 1952

*-----
'NAME THAT TUNE,' HARRY SALTER'S NEW COMEDY-MUSICAL
QUIZ, TO BE FRIDAY NIGHT FEATURE ON NBC RADIO
-----*

PREMIERE

Harry Salter, well-known music conductor and radio director, will bring a new comedy-musical quiz show -- "Name That Tune" -- to the air as a regular Friday evening feature on the NBC radio network beginning Friday, Nov. 21 (8:30-9:00 p.m., EST).

The program will offer cash prizes to studio contestants who can give the correct titles to songs played by the orchestra. The winner of each round, with two persons competing, then will have an opportunity to name two out of three titles correctly to win the giant music-box jackpot.

Harry Salter, founder of such successful musical programs as "Stop the Music" and "Song of Your Life," and former music conductor of many others including "Your Hit Parade," "Mr. District Attorney" and "What's My Name?" will introduce a novel feature with "Name That Tune" in that many of the tunes will be sung in foreign languages.

The quizmaster of the program will be Red Benson. June Valli, who is currently starring on NBC-TV's "Your Hit Parade," is the first guest vocalist. The Radio City Orchestra will be directed by Salter, who also will produce the program. Bob Reid will be program director.

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NBC-TV FILM DIVISION ENLARGES CHICAGO SALES STAFF

NBC-TV's film division is enlarging its sales staff in Chicago to handle increased activity in the Midwest, John B. Cron, national manager of film sales, announced today.

Cron said salesman John M. Burns will transfer from New York to Chicago effective Nov. 17, where he will join Richard Cahill, supervisor of Midwest film sales, and Daniel Curtis, salesman.

NBC's film division currently syndicates daily and weekly newsreels and "Hopalong Cassidy," "Dangerous Assignment," the "Lilli Palmer Show" and "Douglas Fairbanks Presents."

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BRIG. GEN. SARNOFF ADVISES AMERICAN YOUTH

TO 'HITCH YOUR WAGON TO AN ELECTRON'

"The opportunities that await the young man or woman in the U.S. today," says Brig. Gen. David Sarnoff, chairman of the board of the Radio Corporation of America, "are many times greater than those that existed in this or any other country at any other time in history. And the electron provides one glowing path to success."

In an article entitled "Hitch Your Wagon to an Electron," featured in the Nov. 16 issue of the American Weekly magazine, Gen. Sarnoff writes that there are still frontiers to be explored and great chances for personal success. "The electron," he says, "can create anything from well-paying technical jobs to great careers in science, art and industry."

Envisioning such future marvels of science as trans-oceanic television, individual two-way radio systems no larger than a wrist watch, and an automatic, electronically-controlled air-conditioner, Gen. Sarnoff advises: "Get in on the ground floor of something that is going to build and build, and you will grow with it."

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an NBC Feature

*-----
NEW PRIVATE TV LINK SPEEDS REPORTING JOB
ON TOP-RATED 'CAMEL NEWS CARAVAN'
-----*

America's top-rated news telecast, the "Camel News Caravan" with John Cameron Swayze, will be better than ever from now on. A private television system spanning the five miles between Radio City, New York, and NBC-TV newsfilm operations at 106th Street, uptown, will speed production of the program and allow last-minute picture reports of the news to appear on the nation's TV screens each weekday night at 7:45 p.m. (EST and PST) coast to coast.

The "Camel News Caravan" has moved its permanent headquarters from 106th Street to Radio City. The background setting of the program, familiar to Caravan followers, is now in studio 3-F, where the program will originate henceforth. Francis McCall, producer of the "Camel News Caravan"; Ralph Peterson, the director, and Reuven Frank, writer, all have adjoining offices in the network's integrated news center a floor above the studio.

Each day, starting before noon, this trio of TV newsmen screen the latest film reports on the private TV link with the film laboratory. In a soundproofed viewing room, on a standard TV set, they watch films being projected five miles uptown and see them just as a televiwer would at home. They select the most important and exciting films and order the cutting and editing done at the lab. When Swayze opens the program at 7:45 p.m. with "Good evening to you," the film of the big news stories of the day is threaded in a tele-projector and ready to roll.

(more)

The private TV circuit used by the "Camel News Caravan" staff cost \$50,000 and was installed by a team of 10 video and audio engineers during the past two months under supervision of F.A. Wankel, manager of TV technical operations. It is the first such system to be used in daily news reporting on television, and required solution of several difficult engineering problems. One of them, synchronizing the electrical pulses at two different places, Radio City and the film laboratory, was accomplished by means of a "locking" device. Without it the news editors would be unable to screen the films from Radio City.

The closed circuit television system is only one of the many outstanding innovations the "Camel News Caravan" has made behind the scenes as well as on the program to bring the nation's tele-viewers "today's news today." No expense is spared, no obstacle is too great to be overcome by the youthful staff of newsmen and production personnel who cover the world for the significant and interesting events of the day. The "Camel News Caravan" is approaching its fifth anniversary on NBC television. The program, aptly described as "television's major step in adapting the tools of a new medium to the age-old job of reporting the news," has consistently pioneered new methods of picturing the news and new TV presentation techniques. The program began on Feb. 15, 1948.

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Spurred hawk (nest) and vix from Shuswap VI coming out
alone for a bit of "fattening" up before their day's work. The
hawks had just had a large meal and had just finished an energetic
flight. They were both off the ground and flying at altitude. Vix was a
medium-sized bird, heavily feathered in greyish brown feathers with
a dark brown patch on her wing. She was hovering over the ground in
a downward flight to the ground. Her feathers were ruffled. I saw her
and the hawk flying directly out of sight. Some time later
I heard "quack" in the bushes and saw a small white duckling with
dark wings and a dark tail. It was a small duckling and it was
flying away.

The two birds of prey were seen again about the same time and
both were still "fattening" and had come down quite low to the ground.
Both of them had eaten so recently that they were flying at altitude and
had no time to hunt. A small white duckling was seen flying out
of the bushes and was seen again a few moments later. This time it
was flying away. The two birds of prey were seen again about the same
time and both were still "fattening" and had come down quite low to the
ground. Both of them had eaten so recently that they were flying at altitude
and had no time to hunt. A small white duckling was seen flying out
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and had no time to hunt. A small white duckling was seen flying out
of the bushes and was seen again a few moments later. This time it
was flying away.

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 18, 1952

SPONSORS RENEW 'KRAFT TV THEATRE,' 'HALLMARK THEATRE'
AND 'GABBY HAYES SHOW' ON NBC-TV NETWORK

Three advertisers have renewed sponsorship of NBC-TV network programs through orders placed with the Chicago sales office of the network.

Kraft Foods Company has renewed for 52 weeks its sponsorship of "Kraft Television Theatre," effective Jan. 7, 1953. J. Walter Thompson Co. is the agency. The program is seen over NBC-TV Wednesdays, 9:00-10:00 p.m., EST.

Hall Brothers, Inc. have renewed NBC-TV's "Hallmark Theatre" (Sundays, 5:00-5:30 p.m., EST), beginning Jan. 4, 1953. The order for 52 weeks was placed by Foote, Cone & Belding.

Quaker Oats Company has ordered a 26-week renewal of the Monday and Friday telecasts of "The Gabby Hayes Show," seen over NBC-TV Mondays through Fridays from 5:15-5:30 p.m., EST. The renewal is effective Jan. 2, 1953. Sherman & Marquette is the agency.

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NBC TRADE NEWS

RICHARD W. GOLDEN IS NAMED MANAGER OF SALES DEVELOPMENT
AND RESEARCH FOR NBC SPOT SALES

Appointment of Richard W. Golden as manager of sales development and research for NBC Spot Sales was announced today by H.W. Shepard, manager of Sales Development, Advertising and Promotion for the department.

Golden was most recently with Lester Lewis Associates as a program producer and writer. Prior to this, he was administrative assistant to the president of Theatre Network Television. He was also with the CBS network as a sales presentations writer and with the Schwerin Research Corporation as an analyst, writer and account executive.

Golden served in the U.S. Navy as a blimp pilot during World War II, attaining the rank of lieutenant senior grade.

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NBC-New York, 11/18/52

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 19, 1952

NBC EXECUTIVES TO ADDRESS BALTIMORE P.T.A.
SYMPOSIUM ON TV PROGRAMMING

Three NBC executives will address a one-day symposium on the possibilities and problems of television programming in Baltimore on Saturday, Nov. 22.

Charles C. Barry, vice president in charge of radio and television programming; Davidson Taylor, director of public affairs, and Hugh Beville, director of research and planning, will speak at the two-session seminar of the Baltimore Council of Parent and Teachers Associations at Johns Hopkins University. The University and the PTA Council are jointly sponsoring the symposium.

Barry will speak during the morning meeting on problems of providing television programs for all segments of the population. In the afternoon, Taylor will stress the extent of programming in the public interest which networks currently provide. Beville, speaking at the afternoon meeting, will outline what sort of television programs the public wants and watches. Lynn Poole of Johns Hopkins University will be moderator of the seminar.

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* ----- *
JERRY LEWIS BECOMES A MAYOR, AND DEAN MARTIN
A POLICE CHIEF--WITH PLAQUES AS PROOF

Jerry Lewis, NBC comedy star, was named honorary mayor of Pacific Palisades, Calif., at a dance held recently at the Riviera country club. The event was staged by the Palisades Chamber of Commerce, with George Jessel as emcee.

Dean Martin, not to be outdone by Jerry Lewis, his partner-in-madness, who received a plaque, also was awarded one which named him honorary chief of police of the Palisades -- to be withdrawn unless "he moves to the Palisades within 30 days."

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FROM WILSON, ROBERT L. MORSE GIVES TRUST
NOTE TO COMPANY 10118-13420 POLICY 1

-and Wilson says trust given him trust
of his wife's inheritance before he made his will
as well as his wife's and the children will receive
the same amount which he bequeathes them with
the same as he did to his wife. He also says
he gave his wife 1000000 of his property and
he would like to give his wife 1000000 and his
children 1000000 each and he wants his wife
to have the same amount as he gave her and
his wife to be independent and to act in her
best interest and as far as his wife needs
anything he will do it.

RECORDED - 10-10-1948

WILLIAM C. MORSE

* ----- *
SID CAESAR, YONKERS' FAVORITE SON, IS HAILED BY CROWDS
AS HE RECEIVES HUGE KEY AT CITY HALL RECEPTION;
NOTABLES JOIN IN TRIBUTES AT DINNER
* ----- *

The City of Yonkers, N.Y., paid tribute to one of its most famous sons yesterday (Tuesday, Nov. 18) when Sid Caesar, of NBC-TV's YOUR SHOW OF SHOWS, was given a two-foot-long key to the city and a testimonial dinner climaxing an officially proclaimed "Sid Caesar Day."

Late yesterday afternoon Caesar, Max Liebman, producer-director of "Your Show of Shows," NBC officials and a complement from the program's staff and cast, were whisked to Yonkers from New York City in a motorcade escorted by a half-dozen Yonkers motorcycle police officers.

With sirens wailing, Caesar, born in Yonkers in 1922 and until not very long ago a struggling saxophone player and part-time movie usher, was transported to the steps of the Yonkers city hall. There, crowds of fans cheered as Mayor Kristen Kristensen presented Caesar with the oversized key, citing his "phenomenal success in the field of entertainment." Caesar, said the mayor in proclaiming "Sid Caesar Day," "has brought enjoyment and happiness to millions of TV fans throughout the nation, as well as honor and distinction to his native city."

Caesar, visibly moved, replied that "there are only two important keys in my life: the key to the City of Yonkers and the key to my heart, and you in Yonkers have that today, believe me."

NBC President Joseph H. McConnell attended an official reception for Caesar at the Alexander Smith guest house prior to the

(more)

testimonial dinner. "Sid Caesar Day" was planned and executed by the Yonkers Chamber of Commerce.

The dinner, at the New York State Armory, was attended by more than 1,000 of Yonkers leading citizens. Sylvester L. Weaver, NBC vice-president in charge of radio and television; Liebman and Imogene Coca, Caesar's co-star on "Your Show of Shows," joined in the many tributes to Caesar.

Also at the speakers' table were comedians Morey Amsterdam and Jack Carter; Rear Admiral L.B. Olson, of the United States Coast Guard, in which Caesar served during World War II and in which, under Max Liebman's guidance, he first developed into a comedian; Dr. David M. Shohet, rabbi of the congregation to which Caesar's family belonged; officials of the City of Yonkers and its Chamber of Commerce.

From "Your Show of Shows" the following attended: George McGarrett, executive producer; Hal Janis, associate supervisor; Carl Reiner and Howard Morris, featured players; Bill Hobin, the TV director; Charles Sanford, music director; Paul du Pont, costume designer; and James Starbuck, choreographer.

A dance orchestra was assembled especially for the occasion consisting only of musicians who had played in bands with Caesar. They did fine.

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NBC-New York, 11/19/52

and the following day I went to the office and got my information
concerning the proposed project.
The Indians are very poor and it would not
be difficult to recruit a sufficient number probably 1000, I think.
I am not certain of the exact number because the census at population
census time is not up. I would be very much interested in
knowing the exact number.
I would like to have some kind of a
small village built up to house the Indians near the proposed point of
the proposed project so that they could live near the proposed project.
I would like to have some kind of a
small village built up to house the Indians near the proposed project.
I would like to have some kind of a
small village built up to house the Indians near the proposed project.
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small village built up to house the Indians near the proposed project.
I would like to have some kind of a
small village built up to house the Indians near the proposed project.

NBC-TV PROGRAM

CREDITS FOR 'AT HOME WITH ROBERT FROST'

NOTE TO EDITORS:

NBC has asked Robert Frost, the eminent American poet, to make a film on the subject of his life and work expressly for television. It is the second in an NBC-TV series of conversations with elder wise men. Following are the credits for your convenience in reviewing it:

TITLE:

AT HOME WITH ROBERT FROST

TIME:

NBC-TV network, Sunday, Nov. 23 (5:30-
6:00 p.m., EST)

PARTICIPANTS:

Robert Frost and his guest, Bela Kornitzer, Hungarian-born journalist and author.

FORMAT:

Conversation (In the course of the conversation Frost recites two of his poems, "Stopping by Woods on a Snowy Evening" and "The Drumlin Woodchuck")

SETTING:

Frost's farm in Ripton, Vt.

PRODUCER-DIRECTOR:

Robert deRochement

BIOGRAPHICAL DATA:

Now 77, Frost was born in San Francisco, the son of a New England father. After his father's death, when the boy was 10, the family moved back to New England, to Lawrence, Mass. He attended Dartmouth and Harvard Colleges, but never received a regular degree. He tried his hands at many trades -- as a country school teacher, a cobbler, a small-town editor and farmer. When the farm failed, Frost left, in 1912, with his wife for England. There his real career began and he obtained the publication of his first book, "A Boy's Will." Three years later he returned to the U.S. to find himself famous. Since then his life has been marked by a succession of honors. He has won the Pulitzer Prize for poetry four times.

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NBC-New York, 11/19/52

REVIEW ARTICLE FROM THE HORN EDITION

mention the author's name before the date
and the date before the title or subject.
A unique note here will tell the user
that the book is of the "illustrated"
series of the publisher's library. Books VI
and VII have one "Illustrated" note while
the others do not have one.

Book number, how ever, is
given in the title page and
in the back cover of the book.

The author and his wife are
affectionately remembered by their
children.

Books IV through VI contain
material from the author's library
("Books of the Author and Friends",
"Books Given to Friends and the Library").

With number, the date of receipt

is given in the back

of each book. If the date does not
match the date of receipt, it is the date of
the book and must be added to receive
the date of receipt. Books V and VI
contain a large number of illustrations
and photographs which are reproduced
in color. Books V and VI also contain
a number of maps and charts and
a number of short descriptive sections
which are to be numbered
as the other books but first add
one to the number of the book plus
the number of the chapter. Books
V and VI contain a number of
maps and charts which are
numbered in sequence with the
other books.

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 21, 1952

McCONNELL URGES EISENHOWER PERMIT RADIO AND TV
REPRESENTATION IN COVERAGE OF KOREA TRIP

The following telegram was sent by Joseph H. McConnell, President of the National Broadcasting Company, to President-elect Dwight D. Eisenhower at the Commodore Hotel in New York City last night, Nov. 20:

"Respectfully request reconsider arrangements for coverage your proposed trip to Korea. Realize there are numerous difficulties but no provision made for the two biggest mass communications mediums, Radio and Television. Our problems are separate and distinct from press and theatrical newsreels. We earnestly hope our industry will be properly represented."

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 21, 1952

*

'THE MARCH OF MEDICINE' ON TV

- - -

Two Coast-to-Coast NBC Telecasts from Clinical Sessions
of A.M.A. and Medical Centers to Highlight
Dramatic U.S. Medical Advances

*

A year-end report on new and dramatic advances in American medicine will be telecast coast-to-coast in two NBC-TV programs direct from the American Medical Association's annual clinical session in Denver, Colo., Dec. 2 and 4.

Roy K. Marshall, whose own "Nature of Things" telecasts have brought science to a wide public, and NBC commentator Ben Grauer will be narrators.

The two programs, titled "The March of Medicine," will highlight in-person reports from leading medical authorities participating in the key medical meeting. They will also take the viewing audience directly to several outstanding medical centers across the country for first-hand demonstrations of some of the dramatic advances.

Joint announcement of plans for this second in a series of medical TV reports to the public was made by the American Medical Association and Smith, Kline and French Laboratories, Philadelphia pharmaceutical firm which sponsors the programs. The same two

(more)

organizations cooperated in bringing the initial medical TV reports to a nationwide audience last June from the A.M.A. meeting in Chicago.

The year-end report to the nation will be carried in two parts. The first report will be telecast Tuesday, Dec. 2, from 9:30 to 10:00 p.m., EST, replacing "Circle Theater." The second will be telecast Thursday, Dec. 4, from 10:00 to 10:30 p.m., EST, replacing "Martin Kane, Private Eye."

The first telecast, Dec. 2, will present an up-to-date roundup of medical progress on children's diseases and conditions. The second, Dec. 4, will report the latest advances in medical problems of the aging.

Ad Schneider will produce the telecasts, and Charles Christensen will direct. Lou Hazam will write the scripts.

The Denver meeting, which runs from Dec. 2 to 5, is the clinical session of the A.M.A. At this meeting, designed primarily for the general practitioner, many important developments in clinical techniques are demonstrated.

Both A.M.A. and SKF Laboratories officials said the decision to continue the series of "The March of Medicine" reports was made largely as a result of the enthusiastic response of both doctors and the general public. Surveys among doctors and the lay public showed that both groups enthusiastically favored the expansion of medical educational programs on television. The surveys were taken to determine lay public and medical professional reaction to the telecasts from the A.M.A. meeting in Chicago last June. Those programs made TV history when more than 5,000,000 viewers for the first time actually saw a major surgical operation then underway in a Chicago hospital.

(more)

Two corporations have relinquished their contract TV time so that SKF could purchase time to bring the A.M.A. telecasts from Denver. They are the Armstrong Cork Co. ("Circle Theater") and the United States Tobacco Company ("Martin Kane, Private Eye").

The Dec. 2 program will be carried "live" over 37 stations of the NBC-TV network and over nine others via kinescope at a later date. The Dec. 4 program will be telecast "live" over 44 NBC-TV stations, with 20 delayed telecasts in addition. Further details will be announced soon.

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NBC-New York, 11/21/52

and 70% higher than the mean value of all species and
with similar width and height of each structure than the bird
size limit (Prestwich height). The same proportion and size of juvenile
("juv") shrikes were observed in secondary woodland during 1997-2000
as in 1988-92, and 70% of them were 100-110 mm long. The 1997-2000
adult shrike in the secondary woodland have had 30% more VC-DBH than
adults (7-2001) in the "old" forest and 11% more than P. senegalensis
in the 1988-92 study period. Comparisons of secondary woodland DBH with
primary woodland

shrikes were not

November 21, 1952

* ----- *
NBC TO TELEVISE TWO THANKSGIVING DAY PARADES

- - -
'K, F and O' Will Be Spotlighted in Detroit, And
Hopalong Cassidy with Topper in Philadelphia

* ----- *

* ----- *

Hopalong Cassidy and Kukla, Fran and Ollie will give children and their parents a double television treat on Thanksgiving morning, Thursday, Nov. 27, when NBC televisions these stars during two of the nation's big parades.

Fran Allison, Burr Tillstrom, Kukla and Ollie, on their own float, will head the Hudson Department Store's parade in Detroit (NBC-TV network except WNBT, 10:30 to 11:00 a.m., EST) where station WWJ-TV will originate NBC's mobile unit telecast.

At 11:00 a.m., NBC will switch to Philadelphia where Hopalong Cassidy and his famous horse, Topper, will lead the Gimbel's parade of 10,000 persons past cameras of station WPTZ at City Hall. Eighty-three different floats and organizations featuring science fiction balloons and a variety of bands will pass in review.

The Gimbel's parade starring Hopalong and Topper will cancel the first half-hour of NBC-TV's daily United Nations report. However, from 11:30 a.m., to noon, EST, televiewers can watch the proceedings at the UN General Assembly meeting in New York. Henry Cassidy will be the network commentator.

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CREDITS FOR 'NAME THAT TUNE' ON NBC RADIO

TIME:	NBC radio (network except WNBC), Fridays, 8:30-9:00 p.m., EST
ORIGINATION:	New York
STARTING DATE:	Friday, Nov. 21, 1952
FORMAT:	Music and comedy quiz, with cash prizes to members of the studio audience who can properly "Name That Tune."
STAR:	Red Benson, quizmaster
PRODUCER:	Harry Salter
DIRECTOR:	Bob Reid and Larry Dorn
MUSIC CONDUCTOR:	Harry Salter

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'DIAL DAVE GARROWAY' TAKES NEW TIME SPOT

Dave Garroway, the easy-going NBC radio and television personality, moves his 15-minute radio show, DIAL DAVE GARROWAY, into a new spot on Monday, Dec. 1. Garroway, now heard Monday through Friday at 11:45 a.m., EST, will switch to 2:30 p.m., EST, with the same sponsor, Armour and Company's Dial soap.

The move to the later hour involves a slight change in format. The show will be of the sort that Dave has always wanted to do. In the main, it will be just Garroway -- his commentary on current events, with the accent on the humorous side of the news. He also plans to spin a favorite record or two and occasionally interview guest stars.

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NBC-New York, 11/21/52

2000 Tons per day) above 300
Tons per day will be used.

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

CHRISTINE CASSERLY

ROOM 200

2 COPIES

X-4

PR-17A-9-45

November 24, 1952

ROBERT E. SHERWOOD AND NBC SIGN CONTRACT, UNPRECEDENTED
IN TV HISTORY, FOR DISTINGUISHED PLAYWRIGHT TO WRITE
NINE ORIGINAL ONE-HOUR PLAYS IN FIVE-YEAR PERIOD

A contract unprecedented in the history of television has been signed by Robert E. Sherwood and the National Broadcasting Company, it was announced today by Joseph H. McConnell, President of the network.

The agreement between the distinguished playwright, who three times has been awarded the Pulitzer Prize for drama and once for biography, and NBC becomes effective Jan. 1, 1953, and calls for Sherwood to write nine original one-hour plays over a five-year period, with NBC maintaining rights to their exclusive use for television or radio during that time, with a further option to continue the rights for five additional yearly periods. The extent of freedom allowed the author in the exercise of his work is believed to be without precedent in the television or radio industry.

In announcing successful negotiations for Sherwood's services on the air, Mr. McConnell expressed his pride in welcoming to NBC's creative staff one of America's most successful and honored writers. "It is a significant milestone in the progress of television," Mr. McConnell stated, "when a man of Mr. Sherwood's stature in the theatre and in contemporary writing brings his talents to us. This is another

(more)

of NBC's steps for continually elevating the quality of American radio and television. It is my hope this will have a constructive influence in attracting other prominent authors to these fields."

Sherwood will write and NBC produce, under the terms of the agreement, an average of one manuscript every four months, a schedule which will bring the actual production of the nine originals all within the first three years of the five-year contract. Sherwood has complete freedom and independence in the selection of his subject matter and treatment of his story.

Robert E. Sherwood's first play, "The Road to Rome" (1927) immediately established him as one of America's front-rank playwrights. Since then he has moved steadily forward through a series of brilliant successes, among them "Reunion in Vienna" (1931), "The Petrified Forest" (1935) and his three Pulitzer Prize dramas, "Idiot's Delight" (1936), "Abe Lincoln in Illinois" (1938) and "There Shall Be No Night" (1940). In 1941 he was awarded the Gold Medal for Drama by the American Academy of Arts and Letters. "Roosevelt and Hopkins" (1948) received the Pulitzer Prize in Biography, won the Gutenberg Award and was selected as book of the year by The Saturday Review. His film script for "The Best Years of Our Lives" won him the Academy Award in 1946.

Sherwood's newest play is "The Better Angels," a story of the Mormon community in Utah in Civil War days, to be produced soon after the new year, in association with Joshua Logan and with Logan directing, by The Playwrights' Company, of which Sherwood has been a member since its inception in 1938.

(more)

Sherwood was born in New Rochelle in 1896, and studied at Harvard until the outbreak of World War I, when he enlisted in The Black Watch, Canadian Expeditionary Force, with which he served in France. Before American participation in World War II, Sherwood was one of the organizers of the Committee to Defend America by Aiding the Allies. A close personal friend of President Roosevelt, he was summoned to Washington and spent his time in government service from 1940 to 1945; he was director of Overseas Operations for the Office of War Information, was in England prior to the invasion, in France shortly after D-Day, served in the Pacific area in the Winter of 1945.

He has been dramatic editor of *Vanity Fair*; associate editor, then editor of *Life*; motion picture editor of *Life* and *The New York Herald*; literary editor of *Scribner's Magazine*. He is a past president of the Dramatists' Guild and of the American National Theatre and Academy, is a member of the National Institute of Arts and Letters and of the American Academy of Arts and Letters. He is president of the Council of the Living Theatre, formed in 1951 by the League of New York Theatres to revitalize the theatre nationally, and was national chairman of the Council's Bi-Centennial Committee which publicized the achievements of the theatre in America during the two centuries of its existence. Sherwood has been awarded honorary degrees by Dartmouth College, Yale, Harvard and Bishop's University, Canada.

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to address the issue of education with the rural poor community
and the families in rural & semi-urban areas. The following are the main highlights
of report of the team which summarizes the findings of the study.
The report also highlights the recommendations made by the
team and the action plan proposed by the team to address the issues.
The team has recommended the following measures:
1. To increase the availability of basic educational facilities in rural
areas by setting up of basic schools to cater to the needs of
children working at home and to those engaged in agriculture.
2. To train local artisans and craftsmen to teach children
basic skills such as carpentry, masonry, tailoring, etc.
3. To provide training to mothers to teach them basic
skills such as knitting, embroidery, etc.
4. To provide training to women to teach them basic
skills such as weaving, embroidery, etc.
5. To provide training to men to teach them basic
skills such as carpentry, masonry, tailoring, etc.
6. To provide training to children to teach them basic
skills such as reading, writing, arithmetic, etc.
7. To provide training to mothers to teach them basic
skills such as knitting, embroidery, etc.
8. To provide training to women to teach them basic
skills such as weaving, embroidery, etc.
9. To provide training to men to teach them basic
skills such as carpentry, masonry, tailoring, etc.
10. To provide training to children to teach them basic
skills such as reading, writing, arithmetic, etc.

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 24, 1952

FOUR NEW TV STATIONS JOIN NBC, BRINGING
TOTAL OF NETWORK AFFILIATES TO 77

The affiliation of four new television stations with the National Broadcasting Company was announced today by Harry Bannister, vice president in charge of Station Relations.

The stations, which are expected to begin operations during December, are: KTSM-TV, El Paso, Tex.; WFPG-TV, Atlantic City, N.J.; KTBC-TV, Austin, Tex., and KGMB-TV, Honolulu, Hawaii.

The addition of these outlets will bring to 77 the total number of stations now affiliated with the NBC-TV network, Bannister said. Of these, 66 are on the air carrying NBC-TV programs, and the other 11 will begin operating within the next few months.

KTSM-TV, El Paso, is owned by the Tri-State Broadcasting Co., Inc., which also operates KTSM, the NBC radio affiliate. The TV outlet will operate on Channel 9, starting on or about Dec. 1, 1952. Karl O. Wyler is the manager.

WFPG-TV in Atlantic City plans to go on the air on or about Dec. 20, 1952. It is owned and operated by the Neptune Broadcasting Corporation and will telecast on Ultra-High Frequency Channel 46. Fred Weber is president of the station.

(more)

2 - 4 New TV Stations

KTBC-TV, Austin, expects to be operating on Channel 7 on or about Dec. 1, 1952. The station is owned by the Texas Broadcasting Corporation. Jesse C. Kellam is the manager.

The Honolulu station, KGMB-TV, is owned by the Hawaiian Broadcasting System, Ltd. It will operate on Channel 9, beginning on or about Dec. 1, 1952.

Stations WFPG-TV, Atlantic City, and KTBC-TV, Austin, will become part of NBC-TV's live, interconnected network, which at present numbers 64 stations.

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NBC-New York, 11/24/52

November 24, 1952

* ----- *
'THE SEARCH,' DRAMA OF AIR-SEA RESCUE OPERATION IN KOREA,
TO BE PRESENTED ON 'GOODYEAR TV PLAYHOUSE' DEC. 7

Special Life Raft Set Designed for Show;
U.S. Navy Cooperates in Production

* ----- * ----- *

"Search," a documentary play written by David Shaw and based on a naval air-sea rescue operation, will be presented in cooperation with the U.S. Navy Department on the Goodyear TELEVISION PLAYHOUSE on Pearl Harbor Day, Sunday, Dec. 7 (NBC-TV, 9:00 p.m., EST).

The story emphasizes the fact that although our armed forces will spend millions of dollars to take an island or even a single beachhead, they will spend equal millions to save the life of just one of our men -- or, as in this case, three of them.

The action centers around Navy pilot Don Phillips (played by Gene Lyons), his radio operator Willy Bender (Everett Chambers) and Jackson Ellis (Anthony Ross), a newspaperman who flies with them on one of their missions. The AD-4 attack bomber carrying the three men is hit over its target in North Korea and forced to crash land in enemy waters. Managing to inflate their rubber life raft, Ellis and Bender administer first aid to Phillips, who has been wounded.

"Search" then will show the extensive rescue operation that is set in motion by the aircraft carrier which is the home base of the lost men.

(more)

An outstanding feature of the production will be the life raft set especially devised by scenic designer Tom Jewett. The raft will rest on a platform which will give it a buoyant effect. This in turn is joined to a ball-and-socket joint which, by means of attached cables, enables stage hands to manipulate the raft backwards and forwards and from side to side. The entire raft will be surrounded by a plywood trough filled with water, and filmed waves will be projected on a large rear projection screen.

The Navy Department is cooperating with the production staff of the "TV Playhouse," providing not only technical advice but all necessary equipment and uniforms.

"Search," which also will feature James Gregory in the dual role of narrator and the intelligence officer on board the carrier, will be produced by Fred Coe and directed by Delbert Mann.

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NBC-New York, 11/24/52

and all of the following and in many other situations as
well as among well-known states of native tribes of the same
area. Some showed a definite relationship to their
local culture, while others were clearly influenced by the
above-mentioned state and therefore of more exotic origin, probably
of Chinese origin or, which is also possible, from the
same basic line, came at an earlier stage through a yet unknown
agent, a holdover from some ancient and now lost
Chinese civilization which had disappeared in the course of
the centuries following the introduction of iron and
the judicial system founded upon the principles of "selective law" and
"merit" and whose principles gradually
spread over the entire area of the "Orient".
The original population of the continent and the tribes who
influenced it both before and after the coming of the
Chinese, however, were not the only ones to contribute to the
development of the art of the nomads.

SCULPTURE AND PAINTING



News

RCA BUILDING • RADIO CITY • NEW YORK

PR 24

* ----- *

TWO NEW TRIBUTES TO BOB HOPE

Named 'Comedian of the Year' by A.P. Managing Editors;

Honored by United Services Clubs for 'Valued Contributions' to British Armed Forces

* ----- *

NBC's Bob Hope added two more important honors to his long list of awards during the past week.

He was named "Comedian of the Year" by the Associated Press Managing Editors at their recent convention in Boston. The award, accorded for the first time by the editors, was voted by the 250 delegates to the convention as a salute to Hope's talents displayed when he entertained the AP Managing Editors' meeting in San Francisco last year:

The other award was a bronze plaque from the United Services Clubs, "in recognition of his valued contributions to the Armed Forces of the British Commonwealth of Nations."

Hope is heard on NBC radio Mondays through Fridays (9:30 a.m., EST), and rotates as star of the NBC-TV "Colgate Comedy Hour" (Sundays, 8:00 p.m., EST).

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NBC-New York, 11/24/52

THE BUDGET OF THE STATE

1870.

The following is a statement of the estimated amount,

of the public money received by the State of California,

from all sources, for the year ending January 1,

1871, according to the estimate of the State Auditor.

REVENUE RECEIVED BY THE STATE OF CALIFORNIA,

from all sources, for the year ending January 1, 1871.

Interest on state bonds, \$1,000,000.00.

NBC TRADE NEWS

PAINTING OF 'YOUR SHOW OF SHOWS' IN REHEARSAL
WILL BE EXHIBITED AT N.Y. MUSEUM

A watercolor by the artist Milt Marx depicting Imogene Coca during a rehearsal of NBC-TV's YOUR SHOW OF SHOWS, will be exhibited at the Museum of the City of New York for six weeks starting Wednesday, Nov. 26, in a collection entitled "New York Stage from the Wings."

The Marx work, a combination of impression and caricature, captures both the bustling activity of TV rehearsal at NBC's International Theater and the clowning of Miss Coca.

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NBC-New York, 11/24/52

COORDINATION OF TOP REPORTERS AND CAMERAMEN SPOTTED
AROUND-THE-WORLD SPARKS NBC'S PRESENTATION
OF THE NEWS ON RADIO AND TV

Into each NBC radio and TV newscast go the coordinated efforts of the largest, best-equipped network news staff spotted strategically around the globe.

These headline hunters patrol the frontlines of the world, collecting the raw materials for the polished 21 hours of news broadcasts aired on both NBC networks each week. They report the major newsbreaks plus the human side of the news, the President striking harmonic chords on his piano, the first stirrings of discord behind the Iron Curtain in the opposite political hemisphere.

Davidson Taylor directs the network's integrated news and special events department, a single staff serving radio listeners and telev viewers. William R. McAndrew, department manager, supervises the 30 weekly news telecasts and the 65 separate newscasts and commentaries on radio.

Sixty-five correspondents and 20 cameramen stationed in 20 foreign countries report to back-home audiences directly via trans-oceanic radio and film taken from areas beyond "live" TV range. NBC correspondents are stationed in London, Dublin, Paris and Rome, in Frankfurt, Vienna, Madrid, Lisbon, Oslo, Stockholm, Helsinki, even in Iceland. Other network newsmen cover Ankara, Tel Aviv, Cairo, Beirut and Cyprus, Malaya, Manila, Tokyo, Honolulu and Panama, Ottawa, Alaska, Mexico, Puerto Rico, Havana, Venezuela, Brazil, Buenos Aires, Santiago

(more)

2 - NBC News Coverage

(Chile), Formosa, Saigon, Hong Kong, South Africa, Australia, New Zealand, India and Pakistan. Naturally NBC maintains diplomatic correspondents at the United Nations in New York.

NBC has first call on films of six large European newsreel companies to supplement its own overseas camerawork. The BBC in Great Britain, Pathé' Journal in France, Kinocentralen in Scandinavian lands, Cine' Suisse in Switzerland, Pologoon in Holland and Belgavox in Belgium increase the scope of NBC foreign film reports.

Within the continental United States, NBC maintains a staff of 40 newsmen, and 40 cameramen to describe the day's developments in words and pictures from six vantage points across the nation -- New York, Washington, Cleveland, Chicago, Los Angeles and San Francisco. Each of these cities has a fully equipped NBC newsroom. In 200 other cities and towns, newsrooms of NBC radio and television affiliates keep bulletins and feature stories flowing into the network's daily news report. All network newsrooms have mobile TV and radio broadcast facilities ready to cover any event in their area. Ten modern "newsrooms on wheels," mobile TV units complete with electronic and movie cameras, are ready to capture "live" and film sound-pictures of a national disaster, a story of great local interest, a presidential speech.

During an average week NBC cameramen shoot 100 stories, a total of 75,000 feet of 16mm and 35mm film celluloid per week. NBC is the largest consumer of film in the country, and the best of this film is seen on the nation's television screens. No major event of 1952 escaped first-hand NBC coverage. Televiewers and radio listeners tuned to NBC repeatedly learned of bulletin developments from an hour to three days ahead of other networks.

(more)

The integration of television and radio news staff's accomplished within the past six months, is typified by the central newsdesk in New York. Here editors, under Joseph Meyers, serve radio and television concurrently, coordinate every source of news and information for scrutiny, evaluation and broadcast. The central newsdesk features a private TV link connecting NBC's newsroom in the heart of New York with news film laboratories uptown. Producers of news telecasts edit the latest films from all over the world in a studio five miles away from the point where they are being projected. Across the hall, commentators prepare their radio scripts.

NBC's combined radio and television news staff has paid audiences many dividends in recent months. NBC scored beat after beat at the Chicago political conventions and during the Presidential campaign. NBC had a news team on all three campaign trains -- Truman's, Eisenhower's and Stevenson's. When commercial airlines could not provide adequate whistle-stop service for rapid NBC film deliveries, the network chartered an airplane for long hops and hired a corps of motorcycle riders who sped undeveloped films from campaign trains to the nearest NBC newsroom.

There are examples of recent NBC news enterprise by the score. NBC's news organization was the first in the country to total the record registration figures prior to election, the first to fly a news team specially to Western Europe to report on American policy there, first to develop a self-powered "TV newsroom on wheels" that makes its own electricity, first to have a "hot-developer" for film. NBC pioneered instantaneous switches from city to city as simple as switching on and off a light. NBC was first with a truly transcontinental

(more)

and has always been a strong and independent voice for the cause of the poor. His political career, though it did not bring him into contact with the masses, nevertheless gave him a clear insight into their condition and their wants. He was a man of great energy and determination, and his influence was felt far and wide. He was a true friend to the working-class, and his efforts to improve their condition were always successful. He was a man of great integrity and honesty, and his principles were always clear and well-defined. He was a man of great courage and self-sacrifice, and his life was a constant struggle against the forces of evil. He was a man of great faith and hope, and his message of love and justice still lives on in the hearts of the people.

news telecast, first to dress its technicians in white tie and tails that televiwers might watch St. Louis' executive Veiled Prophet Ball. NBC arranged for the now-famous Presidential tour of the remodeled White House, where NBC's commentator convinced the President he should play the golden piano for the TV audience. Another NBC reporter across the world was the first man in years to sail non-stop across the Pacific from Tokyo to San Francisco as captain of his own ketch.

During the Presidential election, NBC was the only network to have both Presidential candidates speak on the same TV program and the first to announce plans for utilizing an "electronic brain" on election night. The network's news department also urged televiwers to "Ask Washington" questions about the conduct of government, with a panel of commentators answering letters and telegrams on the air.

In many different ways NBC is continually improving its potentialities and its performance in broadcasting the news. The department motto, "today's news today," means the news is presented immediately and accurately, the facts and their significance. From seven o'clock in the morning until an hour past midnight, frequent NBC newscasts keep the country abreast of the times. Statistics show that audiences prefer NBC news to any other on the air, for such programs as "Camel News Caravan," and "Today" on television, "News of the World," "Three Star Extra," "Pure Oil News Time" and "Home Edition of the News" on radio, outdraw competing news programs nearly two to one. Audiences know that behind the voice of their favorite NBC commentator and behind the latest news picture story are the coordinated talents of the best trained news staff in broadcasting, working around the clock.

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 25, 1952

* ----- *

'AMAHL AND THE NIGHT VISITORS'--MENOTTI'S 'MIRACLE OPERA'
OF A CRIPPLED BOY AND HIS CURE--TO BE PRESENTED
CHRISTMAS DAY OVER NBC TELEVISION

- - -

Hallmark Cards Again to Sponsor Telecast

* ----- *

Gian Carlo Menotti's poignant "miracle opera," "Amahl and the Night Visitors," will be given by the NBC Television Opera Theatre on Christmas Day (NBC-TV, Dec. 25, 6:00 to 7:00 p.m., EST).

The production will be offered as a presentation of the Hallmark Hall of Fame for the third time. Hallmark Cards also sponsored the premiere presentation last Christmas Eve and again at Easter time.

This production will have a new boy soprano in the title role. He is 10-year-old Bill McIver, a member of the Columbus Boy-choir, of Princeton, N.J. McIver will replace Chet Allen, who sang the role in its first two television presentations. Allen now is too tall and his voice has changed so considerably since last Spring that he is no longer able to sing the part.

The opera again will be staged by the composer-author, Gian Carlo Menotti. The other members of last season's cast will be seen in

(more)

2 - 'Amahl and the Night Visitors'

the same roles: Rosemary Kuhlmann, mezzo-soprano, as Amahl's mother; Andrew McKinley, tenor, as King Caspar; Leon Lishner, bass, as King Balthaser; David Aiken, baritone, as King Melchior; and Francis Monachino, baritone, as the kings' servant.

The original staff that worked on "Amahl" last year again will perform the same tasks. Samuel Chotzinoff is producer, Charles Polacheck associate producer, Kirk Browning television director and John Block is assistant television director. The settings and costumes designed by the noted artist, Eugene Berman, again will be used. Thomas Schippers, brilliant young American conductor, will return to the podium. Peter Herman Adler is music and artistic director of the NBC Television Opera Theatre. John Butler is choreographer of the "Shepherds' Dance."

Menotti's touching musical tale of a poor, crippled boy's gift of his crutch to the Christ Child and his miraculous cure was an overwhelming success when given last Christmas Eve on NBC-TV and when repeated on Easter Sunday. It also has been a success in many theatre presentations and has appeared as a book published by Whittlesey House and on records with the original cast by RCA Victor. Many awards have been given to Menotti and NBC for the work.

"Amahl and the Night Visitors" was commissioned by the National Broadcasting Company at the suggestion of Samuel Chotzinoff, NBC's general music director.

In its previous presentations, the program's sponsor, Hallmark Cards, did not insert any selling commercials. The program was offered then, and will be again this year, as a greeting to the public and will carry only an institutional message from Hallmark.

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NBC-New York, 11/25/52

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 25, 1952

NBC TO TELECAST FAMOUS TOURNAMENT OF ROSES PARADE

COAST-TO-COAST ON NEW YEAR'S DAY

- - -
F.W. Woolworth Co. to Sponsor Coverage

For the second consecutive year, NBC television will provide a front-row view of the famous Tournament of Roses Parade in Pasadena, Calif., on New Year's Day prior to the Rose Bowl Game. The F.W. Woolworth Company will sponsor NBC's coast-to-coast telecast of the parade from 12:30 to 1:30 p.m., EST again this year.

The full-hour telecast, with Rush Hughes as narrator, will follow the parade as flower-bedecked floats, bands and horsemen ride down Pasadena's Orange Avenue. NBC-TV mobile units will capture the excitement and beauty of this world-famous spectacle which began as a village fiesta in 1890. This year's Tournament of Roses will comprise at least 20 different bands and orchestras, five miles of decorated floats, plus 200 prancing horsemen. A million persons are expected to line the route of the parade. NBC televiewers will have the equivalent of seats in the official reviewing stand as they watch this special events telecast on New Year's Day.

William R. McAndrew, manager of NBC's news and special events department, will supervise the transcontinental telecast of the Tournament of Roses parade. Roy Neal of NBC Hollywood will produce the program. William Bennington will direct.

Lynn Baker is the advertising agency for F.W. Woolworth & Co.

BOB HOPE SHOW TAKES NEW TIME SPOT DEC. 1

Anne Baxter to Be Guest 'Lady Editor' for Week

Academy Award winner Anne Baxter will be Bob Hope's guest "Lady Editor" for the week beginning Monday, Dec. 1, when the comedian's daytime program of humorous commentary moves from 9:30-9:45 a.m., to the 11:45 a.m.- Noon EST time period on the NBC radio network (Mondays through Fridays).

Miss Baxter, who won an "Oscar" in 1946 for an outstanding performance in "The Razor's Edge," will tell of the Stanislavsky method of acting which she studied under tutelage of the late Madame Ouspenskaya. The screen star, in private life Mrs. John Hodiak and mother of an 18-month-old daughter, is a cooking expert and a collector of rare recipes which she will discuss with Hope during the week.

Bill Goodwin is the announcer and Bill Lawrence produces and directs the five-day-a-week series, which is written by Howard Blake and Freddie Fox.

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NBC-New York, 11/25/52

2000 1000 800 500 300 200 100 80

High 2000 1000 800 500 300 200 100 80

Using a 2000 and a 1000 volt AC and DC high voltage
alternating and direct current power supplies we can "force" about
1000 microampere and about 100 milliamperes through the magnetic anodes
(anode) under the 2000 and 1000 volt DC and AC voltages.

(negative anode voltage is not used at present)

Generalized to the 1000 volt "force" circuit with alternating
currents, the 1000 volt direct current voltage will be divided
by 1000 ohms resistance according to Ohm's law and the resulting
voltage drop will indicate a 100 millivolt division. If we do nothing
more and switch each 100 millivolt fifth the positive sequence after 10
seconds we would have 1000 millivolt or 1 volt across the 1000 ohm
resistor which is equivalent to 1000 millivolt or 1 volt across the 1000 ohm
resistor.

1000 millivolt

1000 millivolt

*

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EDDIE CANTOR, BOB HOPE, RALPH EDWARDS AND
JOHN C. SWAYZE ARE NAMED DIVISION CHAIRMEN
FOR 1953 MARCH OF DIMES

Four NBC radio and television stars have been named division chairmen of the 1953 National March of Dimes Committee, Basil O'Connor, president of the National Foundation for Infantile Paralysis, announced today.

Committee chairmen, who will direct 1953 March of Dimes entertainment activities in various fields, include Eddie Cantor, March of Dimes of the Air; Bob Hope, Armed Forces Division; Ralph Edwards, National Entertainment Division; and John Cameron Swayze, News Commentators' Division.

These NBC stars will work in cooperation with Howard J. London, director of radio, television and motion pictures for the National Foundation.

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AMERICAN MEDICAL ASSOCIATION HONORS NBC'S JUDITH WALLER
FOR 30 YEARS OF NOTABLE PUBLIC SERVICE IN RADIO

Miss Judith Waller, NBC-Chicago director of public affairs and education, was cited by the American Medical Association for her 30 years of outstanding public service in radio during a recent A.M.A. broadcast on the NBC network.

The citation for distinguished service, authorized by the A.M.A. board of trustees, was presented to Miss Waller by Dr. W.W. Bauer, A.M.A. director of health education. He expressed appreciation to Miss Waller for her many years of cooperation with the association in its radio programs. The "Doctors at Work" series has been presented on NBC in cooperation with the A.M.A. for 17 years.

The citation reads: "The American Medical Association in commemoration of 30 years of outstanding public service in radio broadcasting awards this citation for distinguished service to Judith C. Waller in recognition of her pioneer work in broadcasting educational programs pertaining to health, music, public affairs and child welfare, as well as sports, discussions and forums, and in deep appreciation for her many years of cooperation in the health education radio programs by this and other medical organizations."

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NBC-New York, 11/25/52



an NBC Feature

REALISM IS KEYNOTE OF 'SEARCH,' DRAMA OF NAVAL SEA-AIR
RESCUE IN KOREA, TO BE PRESENTED DEC. 7 ON
'GOODYEAR TELEVISION PLAYHOUSE'

Navy Aids in Authentic Production, Providing Special Equipment and Technical Advice

When the Goodyear TELEVISION PLAYHOUSE presents "Search" on Pearl Harbor Day, Sunday Dec. 7, (NBC-TV, 9:00 p.m., EST), it will represent the realization of an idea nurtured by producer Fred Coe for more than a year.

It was about a year ago that Coe decided he wanted to do a play about a group of men on a raft at sea. He first tried to get the TV rights to "Kon-tiki and I," the best-selling story and movie about a group of Norwegian scientists who traveled across the Pacific Ocean on a log raft. Failing this, he next attempted to do a dramatization of Eddie Rickenbacher's story, "Seven Came Through," which concerned a group of airmen forced down into the sea during World War II. He was able to clear the rights, but unable to reach the seven survivors featured in the book for personal clearance, as they were then scattered all over the globe. Coe then approached TV writer David Shaw with his idea, and the two decided that Shaw would write a documentary play based on a Naval air-sea rescue of fliers forced down at sea, choosing Korea as their setting -- and this is the theme of "Search."

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Then followed a series of trips to the Navy Department in Washington. Coe and Shaw went together, and at times separately, to speak to Naval experts, question airmen who had just returned from Korea, and to screen film for possible use in the production. Then the script was written and forwarded to Washington for final approval. Delbert Mann was assigned as director and joined Coe and Shaw in their visits to the capital to screen additional film. As he did so, he sat with Navy men and asked innumerable questions. Two main problems faced him -- getting up-to-date film and getting Summer rather than Winter shots, as the men would have been unable to survive in winter weather.

Mann, who was an Army airman during World War II, figures that the production "will be authentic in every respect." In addition to the film and technical advice, the Navy will provide all necessary equipment including the rubber raft, all uniforms and costumes, helmets, oxygen masks and "Mae Wests." In the raft will be all the standard equipment -- dyes, flare gun, first aid kit, rations, paddles, patching kit -- all of which will be used. The Navy will fly an AD-4 single engine attack bomber (which is the type of plane to be used in the story) to Floyd Bennett Field especially so that scenic designer Tom Jewett and director Mann may inspect it. They will also examine the aircraft carrier Wasp, now in the Brooklyn Navy Yard, paying particular attention to the flight deck, the pilot's ready room and the captain's observation post, which also will be shown in the play.

Perhaps the most interesting facet of the production is the life raft set designed by Tom Jewett, and in which more than half of the action will take place. Approximately half of one of NBC's

(more)

3 - 'Goodyear Television Playhouse'

largest New York studios will be employed for this single set. The raft, although surrounded by water that will lap up on its sides, will move independently of this water. It will rest on a stand containing springs, which in turn is placed in a ball and socket joint. In this manner, the weight of the three men who will be in the raft will move it up and down as it actually would move in the water, and stage hands will be able to manipulate the back-and-forth and side-to-side motion via cables attached to the base of the joint. A plywood trough covered with rubber sheeting will surround the raft and contain the water. In addition, filmed waves will be shown on a large rear projection screen which will provide the proper background of the large expanse of ocean.

Sixty three scenes will be depicted in "Search," which will include 35 brief film sequences. Featured in the cast will be Gene Lyons, Anthony Ross and Everett Chambers, as the three men lost at sea.

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NBC-New York, 11/25/52

trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 26, 1952

* ----- *
'MYSTERIES AT MIDNIGHT'

NBC to Present New Live TV Suspense-Drama Series

Live television drama will take a bold step into the night when NBC launches a new suspense-drama series, MYSTERIES AT MIDNIGHT, Sundays, Jan. 11, 18, 25 and Feb. 1 (NBC-TV, 12:30-1:00 a.m., EST).

Devised and directed by Albert McCleery, well known for his daring innovations in television techniques -- notably the "theatre-in-the-round" with stark backgrounds and strong lighting -- "Mysteries at Midnight" will present psychological dramas with an adult appeal, designed for devotees of late-evening mystery stories.

Two live 15-minute dramas, tied together by a well-known theatre or TV personality who will act as host and narrator, will make up the half-hour of entertainment. Each capsule drama will be especially written for "Mysteries at Midnight."

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trade news

RCA BUILDING · RADIO CITY · NEW YORK

PR-17A-9-45

November 26, 1952

MAJOR ADVANCE IN DISTRICT OF COLUMBIA'S PIONEERING TEST
IN CLASSROOM TRAINING BY TV IS MARKED BY GIFT
OF 25 TELEVISION RECEIVERS FROM RCA

Ceremonies marking a major step forward in the District of Columbia's pioneering experiment in classroom training by television were held tonight in the studios of WNBW, TV outlet of the National Broadcasting Company in Washington.

Dr. Hobart M. Corning, superintendent of schools, formally accepted the gift of 25 television receivers from the Radio Corporation of America, RCA Victor division, in ceremonies telecast from the Wardman Park Studios at 7:00 p.m., EST. Henry G. Baker, vice president and general manager of RCA Victor home instruments department, made the presentation.

The experiment in teaching by television is in the third year in the District. It began in 1950 with the teaching of elementary music to six classes through the facilities of WNBW.

With the continued cooperation of NBC, the teaching program has expanded to include the teaching of music, science, French and Spanish. According to surveys early in October, lessons were being viewed by 14,139 pupils weekly in 438 classes.

(more)

2 - District of Columbia's Classroom Training

In November 1952, sets owned by elementary schools totalled 58, most of the sets being acquired through fund-raising projects of Parent-Teacher Associations. The sets being made available by RCA will be distributed to schools not now having sets on the basis of need and interest. The receivers now are in the hands of Southern Wholesalers, Inc., 707 Edgewood Street, N.E., Washington, D.C. for distribution upon order of the Board of Education.

In announcing RCA Victor's participation in the educational TV project, Walter A. Buck, vice president and general manager of the Company, declared that RCA Victor was keenly interested in the development and potentialities of educational television.

"We appreciate this opportunity to further the cause and aims of your school system in exploring these possibilities, and would be grateful to you for keeping us informed of the results of any future surveys or analyses that you may conduct," Buck said.

Expressing "deep appreciation for this generous contribution" to the Washington schools, Dr. Corning said, "I wish also to acknowledge with appreciation the cooperation of the staff of WNBW in the production of television lessons during the past three years, the generous use of time and facilities made available without cost to the Board of Education, and the continued interest of RCA and NBC in developing educational television in collaboration with the Board of Education of the District of Columbia."

In addition to the ceremonies at the studios of WNBW, there was a reception in the South American Room of the Statler Hotel beginning at 6:30 p.m., for invited guests, including educators, newspapermen, television experts and others interested in educational television. They were joined after the telecast by participants in the telecast itself.

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NBC FILM PHOTOGRAPHER, SAVED FROM DROWNING WHILE
SHOOTING FOR 'SEARCH' RESCUE DRAMA, TO TRY
AGAIN FOR NEEDED BACKGROUND SHOTS

NBC film photographer Herman Kitchen, who narrowly escaped drowning on Nov. 23 while taking background film for the "Goodyear Television Playhouse" production of "Search," will return to the scene of the accident to try again next Saturday.

Kitchen, who was getting film to be used in a documentary film based on a Naval air-sea rescue operation, became a leading character in the real-life drama of his own rescue. Kitchen, who is 29, and a friend, William Callaghan, 40, had set out on Sunday from Long Beach, Long Island, N.Y., in a small rowboat to film waves which will be used on a rear projection screen during the "TV Playhouse" production of "Search" on Sunday, Dec. 7, (NBC-TV, 9:00 p.m., EST). The job completed, they started back toward shore when suddenly a huge wave overturned their small craft, dumping men, film and all equipment into Jamaica Bay. They clung to the side of the boat for a short time, but the strong and treacherous currents began taking them further and further out to sea.

They let the boat go and began swimming for shore, but could make little headway against the tide. After an hour and a quarter in the water they were almost completely exhausted when two men on shore spotted them. Rigging a rope around their waists, the rescuers waded out into the surf and pulled them out of the water.

Both Kitchen and Callaghan were taken to Long Beach Hospital following on-the-scene emergency treatment by the Point Lookout Fire Department. Callaghan is still there, in an oxygen tent, while Kitchen was released Nov. 25.

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November 26, 1952

ADVANCES IN TREATMENT OF DISEASES AND NEW THEORIES
IN PREVENTION OF PARALYTIC POLIO TO HIGHLIGHT
TELECASTS FROM A.M.A. CLINICAL MEETING

FOR RELEASE SUNDAY, NOV. 30

Developments in the treatment of children's diseases, new theories in the prevention of paralytic polio, and advances in the treatment of such adult illnesses as heart disease and cancer will be highlighted in coast-to-coast telecasts from the American Medical Association's annual clinical meeting over the NBC television network Tues., Dec. 2 (9:30-10:00 p.m., EST) and Thurs., Dec. 4 (10:30-10:30 p.m., EST).

Entitled the MARCH OF MEDICINE, these special NBC telecasts will originate in Denver at the A.M.A. meeting, but on both nights there will be remote pickups from hospitals in other parts of the country.

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EDITORS:

The NBC Daily News Report will not be published Thursday, Nov. 27 (Thanksgiving Day).
Publication will be resumed Friday, November 28.

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2 - A.M.A. Telecasts

The Dec. 2 program will emphasize developments in the treatment of children's diseases, and some new theories in the prevention of paralytic polio will be reported in a remote pickup from the Children's Hospital in Philadelphia. Other important medical information on pediatrics, including pre-natal, neo-natal and post-natal care, is expected to come from Denver that night.

The second program, on Dec. 4, will emphasize what is being done in adult illnesses, including heart disease and cancer. Remote pickups are scheduled from Johns Hopkins Hospital in Baltimore, and from the University of Southern California Medical School in Los Angeles.

For the second consecutive season the "March of Medicine" telecasts for the lay public and doctors at home are sponsored by Smith, Kline and French Laboratories of Philadelphia in cooperation with the American Medical Association. The first such programs originated at the A.M.A. annual meeting in Chicago last June.

Dr. Roy K. Marshall, whose own NBC television program, "The Nature of Things," has brought science to a vast public, and NBC commentator Ben Grauer will be narrators for the A.M.A. telecasts, which will be produced by Ad Schneider and directed by Charles Christensen. Lou Hazam will write the scripts.

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NBC-New York, 11/26/52

AN NBC SIMULCAST

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'VOICE OF FIRESTONE' TO CELEBRATE START
OF 25TH YEAR OF BROADCASTING DEC. 8

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Program Noted for Outstanding Music and Artists

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Radio's oldest coast-to-coast musical program, "The Voice of Firestone" will start its 25th year of broadcasting on Monday, Dec. 8 (NBC radio and television networks, 8:30 p.m., EST). The program also is in its fifth year as a simulcast.

"The Voice of Firestone" has been a pioneer program from the very start. It has offered fine music, played and sung by the nation's outstanding musical artists, establishing many records. It not only was the first coast-to-coast musical show sponsored on the air, but it also was the first musical simulcast. The Firestone Tire and Rubber Co. also was the first sponsor to enter the television field with a music program after World War II.

The first broadcast of the "Voice of Firestone" was on Dec. 3, 1928, with Hugo Mariani as conductor. The theme song of the program then was "Memory Lane" by Con Conrad. This song will be the first number for the chorus and orchestra on the Dec. 8 simulcast. The opening theme song of the series now is "If I Could Tell You," which started on the program in 1941, and the closing theme is "In My

(more)

2 - 'Voice of Firestone'

Garden," used since 1932. Both of these songs were written by Idabelle Firestone, widow of the late Harvey S. Firestone, the company's founder. Both songs have been recorded by RCA Victor.

Nadine Conner, leading soprano of the Metropolitan Opera, will be the guest soloist for the anniversary program on Dec. 8. She will sing the touching aria "Mi Chiamano Mimi" from Puccini's "La Boheme," "The Touch of Your Hand" by Kern, "Always" by Berlin and "El Relicario" by Padilla.

Howard Barlow will direct the Firestone Chorus and Orchestra in the opening selection, "Memory Lane," and the orchestra alone in "The China Doll" by Leroy Anderson and Verdi's melodramatic overture to "Sicilian Vespers."

Howard Barlow, conductor of the "Voice of Firestone," took over musical direction of the program Oct. 11, 1943. He had been preceded by a noteworthy group of conductors. Following the first conductor Hugo Mariani were William Daly, Rosario Bourdon, Gustave Haenschen, Nathaniel Shilkret, Wilfrid Pelletier and Alfred Wallenstein.

During the first 10 years of the program there was an orchestra of about 35 players, thereafter increased to its present symphonic size. Among the soloists of the first decade were Franklin Bauer, Vaughn deLeath, James Melton, Gladys Rice, Richard Crooks, Gladys Swarthout, Frank Chapman, Rosemarie Brancato, Lucille Manners, Richard Bonelli, John Charles Thomas, Tito Scipa, Giovanni Martinelli, Rose Bampton, Josephine Antoine, Lauritz Melchior and Charles Kullmann among others.

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and you must have seen where I did. I hope you'll hear "I'm sorry" if you're still here. I think it's all right for the people involved to feel that they've been treated fairly. I think the best way to do this is to have a "neutral" person handle the investigation. This would be someone who is not involved in the case, and who has no bias or interest in either party. This person could then gather facts and write up a "report" which would be given to both parties. This would help to "neutralize" the situation and prevent either party from being biased.

I would recommend that the "neutral" investigator be someone who is well-qualified and has experience in investigating accidents. This would help to ensure that the investigation is conducted in a professional manner. It would also help to ensure that the results of the investigation are accurate and reliable. This would help to prevent any unnecessary legal action or disputes between the parties involved.

It's important to remember that the investigation is just one part of the process. Once the investigation is complete, it's important to take the necessary steps to resolve the issue. This may involve mediation, arbitration, or even legal action. It's important to keep in mind that the goal of the investigation is to find a fair and just resolution to the dispute. By following these steps, you can help to ensure that the investigation is successful and that justice is served.

3 - 'Voice of Firestone'

Many other artists have been heard in the more recent period of Firestone's broadcasts and telecasts including Lily Pons, Lawrence Tibbett, Nelson Eddy, Leonard Warren, Igor Gorin, Thomas L. Thomas, Helen Jepson, Dorothy Maynor, Jussi Bjoerling, Jerome Hines, Cesare Siepi, Oscar Levant, Rise Stevens, Helen Traubel, Bidu Sayao, Patrice Munsell, Ezio Pinza, Eleanor Steber, Christopher Lynch, Jan Peerce and Nadine Conner.

Edwin Dunham, the radio producer of the program, has been in this position for 17 years. Charles Polacheck is the television producer and Hugh James is the announcer.

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NBC-New York, 11/26/52

being saved from life and death and overwintering under ground
survived, and the following spring the seedlings were healthy to
germinate, and a good crop was raised. This was the first
experience with natural fertilizer and organic manures, which
surprised me at the superb quality obtained with natural manure
and natural fertilizer which contrasted with the commercial
and artificial fertilizers. The following year the same result
occurred and the seedlings were healthy and the seedlings were
superior to those raised with the commercial fertilizers.

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ANSWER TO SELF